

EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY™

10

Oct 2009
vol. 9/90

FREE



IN SEARCH OF
DELIGHTFUL
JAPANESE DRINKS

SPECIAL INTERVIEW

Hideki Matsui (New York Yankees)

www.chopsticksny.com

Drinking BORN saké will bring you visions of the future



The name "BORN" means "purity" and "working craft" in Sanskrit. It also means "birth to the future" and "creativity". The word also represents the brewery's strong belief that "a bright future awaits for those that put in the effort, and as long as one is alive, one can always reset their life no matter how many mistakes they make."

Kamatokichiro Shouen, the brewery that produces BORN is located in Sabae City in Fukui Prefecture. Historically the town was a flourishing place as it was a temple town in the 15th century, and became a castle town in the 16th century. Sabae City was also famous as a town filled with artisans making it rich with traditional crafts like lacquer, ceramics, kimonos, Japanese paper and cutlery, which have all been passed down for generations in the family of the craftsmen. In a town rich with craftsman DNA, Kamatokichiro Shouen established itself 150 years ago and is now in its 11th Generation.

The brewery began originally with the hope "to make sake loved by the locals, and put smiles on them", and has evolved their focus on producing the best beverage in the world. Currently, the brewery only produces Junmai type sakes (There are more than 50 types, including the Junmai Gango under the BORN brand). Each bottle produced at the brewery is 100% additive free. Using underground water from the Huisan Mountain range, pumped from a well 184 meters deep, and exclusively using the best sake rice, Yamada-no-hiki and Gohyakumangoku, the brewery produces their sake with their original yeast. The average miking rate of the brewery's sake is less than 40%, and they go through a long-term fermentation stage at freezing point. Thus, they are

brought to us after a strictly monitored quality control.

BORN has received high reviews and awards from international competitive showcases numerous times. Domestically, the sake is served at banquets for welcoming state guests, as well as used as the official sake for important national functions. The deep, wonderful aroma and the solid, yet gentle taste of "BORN Dreams Come True", a Junmai Daiginjo, is the result of the 5 year fermentation process at freezing point. The super-aromatic sake, "BORN Muraka Namagetsudo" is a Junmai Daiginjo that matured for a year in the extreme low temperature of minus 10-15 degrees Celsius. "BORN Wing of Japan" with a sophisticated aroma that is soft and deep, is a result of being matured for two years at 0 degrees Celsius. In this manner, the BORN brand is a haven of exceptional quality sakes. Among these sakes, "BORN Wing of Japan" is the official sake served on board the special Japanese government aircraft used by the Emperor and Prime Minister. Also, it was chosen as the official cocktail sake served to the first class travelers on the recently renewed Japan Airlines (JAL) routes between Nara and New York and Nara and San Francisco. BORN sake is imperative for new beginnings and welcoming the new era. It is perfectly suited for New Yorkers who are carving out their own lives in order for their individual dreams to come true.

Kamatokichiro Shouen
www.born.co.jp



BORN The Earth

BORN Wing of Japan

BORN Tokusen
Junmai Gohyakoku

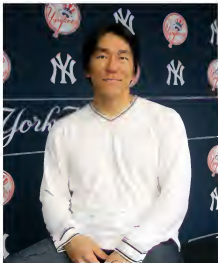
BORN Dreams Come True

BORN Iceberg

Born Muraka
Namagetsudo

"WHETHER IT'S GOOD OR BAD, I ALWAYS THINK ABOUT WHAT I SHOULD DO NEXT."

— HIDEKI MATSUI



HIDEKI MATSUI

Even in *Ichiban* prefecture, Japan, in 1974, Matsui's talent as a baseball player was evident even for very little child. He set many records while playing in junior high and high school. His most well-known anecdote — now it's legendary — was when the pitcher of the opposing team in the National High School Baseball Championship deliberately let his walk five consecutive times in one game due to his fear of Matsui's reputation as a slugger. After graduating from high school, he joined the Yomiuri Giants, a Japanese professional baseball team. During his 18 years of playing for the team, he was selected as MVP in the league three times and won the Golden Glove Award three times. He joined the New York Yankees in 2003. His contract extends through the 2009 season.

It was 2003 when Hideki Matsui left his home country to play for the New York Yankees. Since then, he has remained a key player for the team and has played in the All-Star Game twice. In the middle of the 2009 season, he took a moment to chat with *Chopsticks NY*.

When you moved to the United States and started playing major league baseball, you must have experienced some culture shock. Would you share one of those experiences that gave you a hard time?

Hard time? Hmmm, that might be English. Since I did not do any language preparation before joining the Yankees at all, it was all Greek to me at first. I was totally at a loss while I was shopping, or even looking at a menu in a restaurant. It was not so hard to adjust to the lifestyle and customs here, but I guess the language gave me the biggest trouble. Well, not trouble, but just difficulty.

So, there is no problem chatting with your teammates now?
It's much better now.

Would you tell me the secret of this improvement?

Well, I kept questioning my interpreter in the stadium, like "What does that exactly mean?" or "What did he say in English?" I was not really satisfied with just listening to his translation, but rather I was inquisitive. Every time I come up with an expression that I didn't understand, I asked him. This helped me to understand English little by little.

I guess you mastered jokes and slang first?

Yes, indeed. I think I got those kinds of expressions before learning formal English. [laughs]

What do you think you have learned from your team?

I don't think this is what I've learned from the team,

but the Yankees are a team that really cares about spirit, which I also think is important in playing baseball. The team always puts a higher priority on winning. All the members of the team aim to win and look at the goal of being a champion. Even though they sacrifice themselves, they play for the team. I myself think about how I can contribute to the victory of my team all the time, and I think that's the most important thing. In this sense, my philosophy toward baseball and that of the Yankees perfectly matches. I am quite happy about this.

Many thoughts might circle in your head when you stand in the batter's box, but which would you prioritize: the team's victory or your individual record?

The individual record changes in proportion to the results of the team. So, I think it's a matter of where you like to focus. For example, if I played focusing on the team's victory and got good results, my record would naturally get better. I prefer to focus on playing for the team than playing for myself. That's my style.

What's the thing you think you are the best at among other MLB players?

Since I've played only for the New York Yankees, I can't compare myself to other MLB players, but there is one thing I am proud that I'm the best at among my teammates, that is, the way I maintain my baseball equipment well. The way other teammates treat their equipment is completely different from what I was taught since I was a child. For example, there is no player who polishes his gloves, and I often see gloves left alone. That annoys me, think, "Is it really okay?" So when I saw a player spit his spitting gum on the field, I was going to say "Hey, wait a minute. Do you know that is the Yankee Stadium?" [laughs] I'm not sure how to explain it, but in Japan we've been told that courtesy and discipline are very important like "Don't spit on the field" or "Don't talk." Since I have been raised in such a way, with my Japanese viewpoint, I feel different compared to other teammates.

In your book *Fushin-shin* (Blissworking Mind) you mention, "Playing baseball is how to get along with failure." Would you tell us how to get along with failure?

That's easy. I just don't look back. Whether it's good or bad, I always think about what I should do next. Of course, it's important to learn from failure and mistakes, and that's what we must do, but I try to forget

what happened. Including both good things and bad things. I forget the past and think about the future. It's the continuation of these things, after all. We have a game every day, and many chances to hit even in a game. Keeping the mood going forward and looking at what's to come—that's what I do.

Well, it's not as easy as you say for most people. If you have a hard time overcoming the feeling of failure, how do you burn off your negative energy—singing karaoke or something...?

No. Suppose I get a lot of stress from baseball. In this case, I think I would have to get over it through baseball. Otherwise, that stress just really annoys you and over it in my opinion.

Aside from baseball, would you tell me about the Japanese food you cannot live without and the new food you found tasty after moving to the U.S.?

Hehehe, it's gyoza (Japanese sticky rice). Since I am Japanese, I crave gyoza. For example, curry rice or tonkatsu (steak) is an assortment of toppings over rice in a bowl (like katsu-don [pork cutlets with eggs over rice])—they arouse my appetite sometimes.

What's important for you is the gohan part...?

Something that goes very well with gyoza—that's what I feel like eating. It can be anything as long as it complements gyoza. Also, there is nothing better than fresh, tasty sashimi. I was born and raised in an area with an abundance of high-quality, fresh fish, so I'm particular about sashimi. Sometimes I come across sashimi that looks suspicious even at a glance. Does it taste nice and feel it has a rubber-like texture, I give up eating. [laughs] On the other hand, what I found tasty here is other kinds of Asian cuisines, such as Vietnamese and Thai food. I ate Chinese and Korean food while I was in Japan, but not food from Viet Nam and Thailand. Thai curry, seafood, summer rolls etc.—I had not had them in Japan, but I have started eating them regularly since I moved here. They are good fillers when I can't eat Japanese food. [laughs]

Would you recommend a couple of destinations or activities to *Chesterick NY* readers who are planning to visit Japan?

Temples and shrines might be good in terms of becoming acquainted with Japanese culture. Visit them



© Hideo Ota

places and respect the religious beliefs; you'll feel something. I think. Also, onsen [hot springs] would be very nice. It might be shocking for you though. [laughs]

Do you go to onsen when you come back to Japan?

Yes, I like them very much. There is no hotel of soaking in a hot bathtub in this country, but I do occasionally do so while in Japan. It's a good way of "feeling Japan."

—Interview by Natsuki Komatsu

Hideki Matsui Trivia

—As of 2008, his seventh number one in the most home runs by Japanese-born Major Leaguers.

—In 2005, he became only the third player in Major League history to lead the league in games played in each of these consecutive seasons: joining Steve Garvey (1982-83) and Cal Ripken (1989-90). (Credit: *USA Sports Bureau*)

—He donated \$2 million (plus \$481,000) to the Japanese Red Cross Society for Asian tsunami victims and donated over \$500,000 to aid victims and relief of earthquakes in Japan and surrounding areas, including the Mito-Aomori earthquake in 1995, the Niigata Chuetsu earthquake in 2004, the Iwate-Miyagi earthquake in 2007, and the Great East Japan earthquake in 2011.

—He acts as a father figure for 32 kids in Vladivostok.

School

Cross-Cultural Fitness For Your Mind, Body, and Soul

In this day and age, most of us are aware that a healthy mind as well as body is crucial in achieving our optimal health balance. Many have been looking into the past for proven methods such as yoga and Martial Arts to achieve that balance. For one unique karate dojo, however, the stand-alone tradition has been enhanced by opening its doors to other disciplines. They have invited the different, yet equally intense practices of *yogi* and classical ballet for example, to provide their students with the ultimate training experience.

Kyokushin Karate New York ("KOKU") has been operating in midtown for 15 years, training kids and adults in the classic martial art founded by legendary master, Mas Oyama. In establishing "The Dojo", training hall Chief Instructor Katsuhito Goro explains, "Kyokushin Karate teaches discipline and respect as well as challenges the mind, strengthens the body and improves the character of its participants. In order to realize our potential, we are constantly exploring new training methods. We believe that many disciplines share the same philosophy and were inspired to provide a space where various athletic artists could benefit from communally training under the same roof." Thus, Kyokushin Karate New York opened its doors in their new midtown location as **The Dojo**.

Athletic Arts Training Center, a new form of dojo that not only offers Kyokushin Karate, but aims to provide classical ballet, dance, eastern arts and movement studies. In fact, cross-training of ballet and karate is not a new concept, it's been known to enhance each its respective disciplines since the 1950s. Doree Ethier Skriffl, Principal Dancer at American Ballet Theater has looked towards the martial arts for insight into its own development by studying Kyokushin with Shihan Goro. One black belt student at The Dojo says, "In ballet, you move your body in ways very different from karate, but with equal physical intensity and focus, so it was an eye-opening experience that gave me a better understanding of myself."

Students at The Dojo currently range in age from 3 to 66 yrs old - and all levels of classes are offered. Free trial classes are offered for children in both karate and ballet, but all ages are welcome to observe classes anytime.

The Dojo - Athletic Arts Training Center
201 Madison Avenue, 5th Fl. (at 25th St) New York, NY 10017 / TEL: 212 347 3304



Entertainment

Modern Japanese Pop Artist Documentary Series

Along with karaoke, sushi, manga and anime, Japanese pop art is one of the most influential cultural exports from Japan. San Francisco-based licensing and distribution company VIZ Pictures, Inc. recently released the first volume of its **NEW PEOPLE ARTIST SERIES**, an intriguing collection of documentaries which highlight renowned modern Japanese pop artists who utilize unique world views and inspirations to create captivating works of art. The debut film is called **Traveling with Yoshitomo Kase** and focuses on the journey this artist took while creating the exhibit *ABO* in his hometown of Hiroso.

Yoshitomo Kase's work has captured the attention of the international art world, and his cartoon-like girl images with characteristic big heads, chubby faces and slanted eyes have become icons of his style. His paintings and sculptures have been auctioned at Sotheby's and his sculpture *Light My Fire* (2001) sold for over \$1.1 million. "We are very pleased to launch the **NEW PEOPLE ARTIST SERIES** with *Traveling with Yoshitomo Kase*," says Saji Itohara, President and CEO of VIZ Pictures, and the founder of **NEW PEOPLE**. "This film documents Kase's creative process and how he tapped the talents

of many fellow artists to help bring this exhibition to life. Art aficionados as well as fans of Japanese culture will delight in this intimate portrait of one of the most talented modern pop artists working today."

This documentary series is an extension of its **NEW PEOPLE** entertainment destination, a part of the **I Pop Center Project** in San Francisco that brings the latest examples of Japanese popular culture to North America through film, art, fashion, and a variety of specialty boutiques.

Info: VIZ Pictures, Inc.
www.vizpictures.com
www.travellingwithkase.com
TEL: 415-445-1075



© 2009 VIZ Pictures, Inc.
Volume 1 of **NEW PEOPLE ARTIST SERIES** is directed by Ray Suzuki and narrated by Ted Miyake, an up-and-coming Japanese actor who appeared in the animated movie *Legend of the Guardians*.

Food

Add Variety to Your Snacking with Happy Clover Mushi Cake

The newest offering from Nishimura Trading is a mushi (or steamed) cake in a variety of four amazing flavors. The **Happy Clover Mushi Cakes** are tender and light and resemble sponge cake, and come in individual 3.36 oz packages decorated with a red ribbon and a red stamp. Thanks to their portable size, they are perfect as a snack, light meal, or for eating on the go during those busy mornings when you just didn't have time to sit down for breakfast.

The four mushi cake flavors are cheese, chocolate flakes, brown sugar and pudding. Although these sound pretty rich, being Japanese cakes they are not overwhelmingly sweet and they have a soft quality as they enter your mouth. If you choose to eat them cold, depending on what flavor you choose the recommended drink is different. For example, the cheese's flavor is best brought out by lemon tea, but when opting for chocolate flakes café latte or milk is suggested. If brown sugar is more your style make sure to go for green or chrys tea, and if you prefer pudding you are better off sticking with herb or fruit flavored tea.

Happy Clover Mushi Cakes can also be eaten warm by popping them in the microwave. Or you can make a fruit sandwich by putting whipped cream or cream cheese with strawberries or blueberries in the middle. You can find them in your local Asian markets, so make sure to try all four delicious flavors.



info: nishimura-trading
www.nishimura-trading.com

From Japan

The World's First Compact Digital Camera With Projector

The beauty of a compact camera is the fact that it is compact. As technology advances, the camera becomes smaller, lighter and more discreet, has a higher resolution and larger zoom range, and is more light sensitive with more innovative functions. Although it might seem like there is no room left for advancement, Nikon's recent announcement of the release of its COOLPIX S1000p created a sensation in the market. It is the world's first compact digital camera with its own built-in projector.

COOLPIX S1000p is the latest and most advanced model of the popular and extensive Nikon COOLPIX series. As well as its excellent functions, it is now equipped with a projector that enables the projection of images from 5.48 inches in size. As long as you have a dark place and a flat wall or board, you can see what you have just shot without printing or connecting to a monitor. It is perfect for a party or gathering with your friends and family, and you can even enjoy a slideshow with your company in a hotel room while on a trip. Or you can be more creative by projecting images onto the ceiling or using it as mood lighting. With just one camera your chances of showing off increase exponentially!

This cool camera with 12.1 mega pixels and a Nikon Optical 5x zoom lens from 28mm has another new function, employing an extremely advanced camera shake correction device. Due to its incredible amount of functions and user-friendliness, as soon as its release was announced there was a rush of pre-orders, leading to a postpone of its actual release from September to October. Although the Japanese have to wait one more month for this revolutionary camera, which will be sold at around \$500, it is sure to be worth the wait!



STYLE FROM JAPAN

STYLISH AND COMFY: NEW BAGGY PANTS



For the past several seasons, skinny and low-rise styles have dominated the pants market in Japan, but these trends now seem to be winding down. Instead, loose-fitting pants such as zeuave, sarouel, and Thai pants are rising in popularity among fashion-conscious young people.

These names may be new to some. Zeuave pants, worn by the French army at the Algerian front, are gathered at the waist, creating volume through the hip, thigh, and calf, and fitted at ankles. Sarouel pants are traditionally worn in the Islamic world and have a wide shape around the hip and thigh and taper below the knees. Thai pants are also known as fishermen pants, and their long, skirt-like shape creates a relaxed but sharp look. The pants' elastic waist wraps you comfortably, and the folding stock is especially stylish, giving this traditional ethnic clothing a contemporary feel. All three styles are comfortable as well as fashionable.

From casual to edgy, these new baggy pants are really drawing attention to the bottom half of an ensemble. Coordination may seem tricky, but Ms. Chikara Ichimura of Urban Research, which sells zeuave, sarouel, and Thai pants, says her designs have a lot of impact, you should choose a simple and basic item for a top to balance it out—total coordination is not as difficult as you might imagine. Versatility is also a key feature of these new baggy pants. Online Thai pants shop KUPU-KUPU produces various styles that anyone can wear: for kids, for sports, unisex versions, and reversible pants, among others.

Skinny pants are most flattering for a certain body type, but their baggy counterparts are for everyone. This new trend may prove to be long lasting.

Courtesy

Urban Research: www.urban-research.com
KUPU-KUPU: www.kupukupu.com, <http://shop.kupukupu.com>

Photos (except provided by KUPU-KUPU)



FEATURED STORY

IN SEARCH OF

DELIGHTFUL
JAPANESE DRINKS

Sake, shochu, tea... here we introduce new ways of enjoying familiar Japanese drinks.

- TIPS FOR ENJOYING SAKE AT HOME
- TRYING SHOCHU IN AN AMERICAN WAY
- BEYOND GREEN TEA

FEATURED PRODUCERS, DISTRIBUTORS, AND RESTAURANTS

MIYOMACHI SHUZO CO., LTD. / DAISHICHI SAKE BREWERY CO., LTD. / NANSU BLIN / KYOKA DISTILLER & BREWERY CO., LTD. /
SUNTORY / UME NO YUJO BREWERY CO., LTD. / AMAMI OSHIMA KAJUN BREWING CORP. /
ASABRAKI CO., LTD. / BUNGO MEIYU CO., LTD. / SANWA SHUZO CO., LTD. / TATSURUMA-HONKE BREWING CO., LTD. /
TOSHIMORI SAKE BREWERY CO., LTD. / SAKÉ ONE / BOZU RESTAURANT / SOHGO DENEMON CO., LTD. /
ROKASSEN CO., LTD. / YUMEGOKORO SAKE BREWERY CO., LTD. / HOMARE SHUZO, LTD. / ANYU SHUZO CO., LTD. /
CHOYA UMESHU USA, INC. / KAZUMA SAKE BREWERY CO., LTD. / YAMAMOTO SHUZO CO., LTD. / SOO VITA, LTD.

LISTINGS
GROCERY & SAKE



In Search of DELIGHTFUL JAPANESE DRINKS

Today drinks originating in Japan like sake, shochu and green tea are widely enjoyed in New York. Sake is a common sidekick when eating Japanese food, shochu is gaining popularity now, and green tea is a fixture among health-conscious people. Here we introduce one-stop, advanced ways of enjoying these refreshing Japanese drinks.



TIPS FOR ENJOYING SAKE AT HOME

When you order sake in a Japanese restaurant, servers can give you good advice regarding temperature, type of cups and food pairing. But if you know some basic principles, you can drink sake in your own way and even enjoy it at home. Tada Kozumi, sake sommelier at Sake House on the Upper East Side, shares some useful tips for making your sake experience enjoyable.

1 Temperature and Flavor

Sake shows different faces depending on the temperature. "Generally, the higher the temperature of the sake, the sweeter you feel. This is what you should leave in the beginning. About acidity, sake contains different types of acid components such as malic acid, amino acid and succinic acid, and each acid has a specific temperature that causes it to stand out the most. For example, amino acid and succinic acid tend to show their characters in higher temperatures, while malic acid responds to low temperatures," says Mr. Kozumi. Each sake has its own

range of temperature in which its best flavor can be appreciated. Also, every person has a different preference. From cold to hot, Japanese people instinctively enjoy sake at different temperatures and even give a name to each temperature range as shown in the chart.

There is a wide variety of sakes available in New York, and Mr. Kozumi suggests an easy way to find your favorite sake temperature. "First, choose a brand of sake with which you'd like to experiment. Chill the sake in your fridge, and when you take it out, pour it into several sake cups. Drink them one by one every 5 minutes. As time goes by and the temperature of the sake increases, the flavor will change, so you can then try to see which taste you like best. There is no thermometer necessary for this experiment," he says.

In the same way, you can experiment with hot sake. First, make hot sake by following the directions indicated below. Pour the hot sake into several sake cups and drink them one by one every 5 minutes, thereby figuring out your favorite hot sake. Just don't forget this one: you like best for future reference. "There is no rule for enjoying sake, and the best flavor all depends on each person's preference. However, I do not recommend making hot sake from daiginjo sake since being aromatic is its main feature. When warmed the aroma becomes evaporated, so you spoil the most beautiful part of daiginjo if you warm it up," warns Mr. Kozumi.

How to make hot sake at home
(By pot)

1. Put sake in a ceramic tokkun (sake bottle).

2. Heat water in a pot and bring it to a boil.
3. Remove the pot from the heat and place the tokkun in the middle of the pot. [photo]
4. Wait 50-80 seconds and take the tokkun out of the pot.

*Your favorite flavor might vary, so experiment with the length of time soaking in hot water in order to find the best temperature.



(By microwave)

1. Prepare two ceramic tokkun. Put sake in only one of the tokkun. The other one should be empty.
2. Place two tokkun on the microwave plate.
3. Heat by using the appropriate time and temperature settings for warming drinks.
4. Take the two tokkun out of the microwave and pour sake from the one tokkun into the other. Since a microwave does not warm sake evenly, it's necessary to mix the warm and cold parts.

2. Cups and Flavor

There are many different kinds of cups for drinking sake: glasses, earthenware cups, chawan cups, mizuho (a wooden, square cup originally used for miso-soup), etc., and it is true that the shape and texture of cups affect the sake's taste. "If you drink aromatic sake, I recommend using wine glasses because their shape is created in a way that allows you to smell the

Temperature (approx. Fahrenheit)	Sake
43	yuki-ito
50	Amari-ito
55	Amari-ito
60	Amari-ito
65 (room temperature)	
68	Amari-ito
75	Amari-ito
80	Amari-ito
85	Amari-ito
90	Amari-ito
95	Amari-ito
100	Amari-ito
105	Amari-ito
110	Amari-ito
115	Amari-ito
120	Amari-ito
125	Amari-ito
130	Amari-ito

extent of what you are about to drink. The famous wine glass maker Riedel, also developed a specific shape of glass for drinking sake. Riedel really made an effort to make a glass with the best shape, feel of the rim, length of the stem and all other kinds of elements for drinking daiginjo," explains Mr. Katsura.

He also points out that the shape of the rim controls where the sake you drink falls on your tongue. If you drink sake in a cup with a wide open edge and slightly outward angle, the sake will probably fall on the interior part of your tongue where you taste sweetness most. A cup that's created for releasing liquid in the middle of the tongue will probably be better for enjoying "umami." So in a sense you will taste the same type of sake differently by using a variety of cups.

You can drink sake by using whatever cup you like but there are a couple of best pairings. Mr. Katsura suggests, "If you go for earthiness, it is good with yumejiro sake which tends to be heated and have distinction and flavor. If you choose glassware and then

delicate porcelain types of cups, they are better with daiginjo and ginsu. Meizu has a strong cedar smell that comes down nicely to your mouth, but it sometimes overpower the sake's flavor. So you should be careful to choose what you like to drink if you prefer sake."



3. How to store your sake bottle once opened

Sake has to be stored in the fridge or a really cold place. Correctly speaking, each sake has its own optimal storage temperature, but adjusting the fridge temperature made is not realistic. "Once you open the bottle, its best to drink it the same day otherwise, it starts oxidizing and the aroma begins to weaken. So

frigid sake like daiginjo can last one week maximum once it's uncapped. If you opened a sake with living label yeast like sparkling sake and nishikake (pasteurized sake), although you really should drink it the same day, it can last at most, for a couple of days. If the bottle is uncapped, it can be stored for a fairly long time as long as it's in the fridge."

It is nice to be able to enjoy sake as much as wine. By just following the few tips introduced here, you will expand your sake drinking experience. If you want to start a sake collection at home, please remember to not leave it at room temperature when you store it.



Toshi Katsura has been a sake sommelier at Gaku House (200 E 76th St., New York) for 4 years. In addition to serving sake, he shares his sake-sake knowledge and experience by hosting Japanese & English events on various topics about sake and sake culture.



TRYING SHOCHU IN AN AMERICAN WAY

In this country shochu is often introduced as Japanese vodka because of its production method and flavor. In fact, there are unimaginably wide varieties of flavors thanks to its versatile base ingredients: sweet potato, rice, wheat, buckwheat, sugarcane, sesame and disto just to name a few. Today in Japan, shochu is even popular than ever mainly due to its healthiness and its diverse drinking styles. This trend has not remained in the U.S. yet, but there is a lot of potential. Global mixologist/liquor consultant, Javier Menzo, says, "Here most people don't know what shochu is. To start getting into shochu, you need to have a cocktail because American culture is all about cocktails. Shochu is low proof (somewhere around 20-25% alcohol) so it is easy to drink, but at the same time when it is mixed as a cocktail you easily destroy the shochu flavor. It's hard to make a beautiful cocktail without destroying the actual beauty of the product." Here he shares his original shochu recipes, which both exude the shochu flavor and suit

American palates (see box on right).

He admits that the world of shochu is so complex that it takes a while to know each product's character and incorporate it into your everyday drink repertoire. If you are adventurous you can try as much shochu as possible, but if you are a beginner and don't want to have so much trial and error, it might be safer to start by following his recipe. Welcome to the wonderful world of shochu!



Javier Menzo is a mixologist, liquor consultant and the founder of The Liquid Craft Inc. (www.liquidcraftinc.com) based on his philosophy of creating healthy drinks. He educates and showcases the history and complexity of ingredients and liquors from all over the world. In addition to restaurants and bars, he shares cocktail recipes on social media and through parties.

(Continue to page 20)

SHOCHU RECIPE

Shochu-Gochu

- 2 oz Ice Shochu
- 1 oz Pineapple Juice
- 1.0 oz Citrus Orange Concentrate
- 4 oz Lime Juice
- 1 oz Club Soda

Pour all the ingredients in a shaker add ice, shake and serve in a tall glass. Garnish with lime and a cinnamon stick.



Mixing Sake

- 1 oz Kiwi Miyazaki Junmai (Junmai sake)
- 1 oz Chiyomasa shochu (Rice shochu)
- 4 oz Lemon Thyme puree
- 5 strawberries
- 1 oz sugar-free water
- 2 tarragon leaves garnish

Muddle the strawberries in a mixing glass then add the rest of the ingredients, ice, stir and serve in a tall glass. Garnish with the tarragon leaves.

Fruit Liquors Packed with Their Producers' Passion



Now Available in the U.S.

PLUM SAKE (UME SHU)

By using locally grown, ripened green plums for one year in plum wine made here, Daikoku Sake, this plum sake carries a wonderful harmony with the unique flavor of the sake and the concentrated essence of the fruit. The award-winning plums are in good use as served, as well as accompanying a meal.



With over 160 years of sake brewing experience, **Muromachi Shuzo** in Okayama Prefecture, takes pride in its technique handed down generations at this time-honored brewery, as well as its position as constantly searching for the best flavor. They are especially particular about their ingredients and use locally grown rice, local water, and the best selected fruits for their products.

Their newest inventions are a series of liquors made from a variety of fruits and their parent sake. They are the results of their unflagging efforts. First of all, the sake rice they use is a special kind called Omachi rice. It is a kind made of many sake rice varieties that are regularly employed nationwide, and it's famous for making sake full bodied and fragrant. The rice is aged in terms of flavor, but it's wrong for farmers' requiring more attention and effort but producing less. Gradually farmers started to produce more cost-effective rice and Omachi rice became obsolete. Due to its history, Omachi rice was once called "diamond rice." Muromachi Shuzo put great effort into reviving this legendary sake rice in collaboration with local farmers, and they finally succeeded in producing it.

The liquors introduced here boast round and rich flavors from the parent sake and refreshing aromas and tastes from carefully selected, high quality fruits such as plums, yuzu and white peach.

All of them are best enjoyed chilled, either straight or on the rocks. As of September 2009, Plum Sake (shown upper left) is available in the U.S. and other liquors are on the way. Look forward to us promoting these unprecedented liquors.

WHITE PEACH SAKE

(Kagami's Tokoro SHIMIZU HAKUTO SHU)

This liquor boasts a milder like sweet smell and the juicy flavor of sugar and ripened white peaches. There are white peaches harvested in local orchards and hand-picked with special care and blended with parent sake. The essence of the white peach flesh dissolved into the liquor also gives you a comfortable feeling in your mouth.



Come to by three brands
@ NY Mutual Trading 2009 Japanese Food
and Mercantile Show (Trading Only)
September 20th - 20th 10am-5pm
Metropolitan Pavilion
125 W. 48th St. NYC / www.nyfnds.com

Muromachi Shuzo Co., Ltd.
www.muromachishuzo.co.jp

HONEY & GINGER SAKE

(Kosonetsu HACHIMITSU SHOGA SHU)

Aromatic and flavorful gingers from Korea Tradition gives the liquor a remarkably strong taste, and the honey perfectly complements the spiciness. A medley of flavors spread throughout your mouth and even has many on your palate. The silky texture coming from the honey gives you a pure, clean mouthfeel and slowly permeates your body.



RED CHILI PEPPER & PLUM SAKE

(Shimo Togarashi GIME SHU)

Locally grown red chili pepper, those regarded as a blend from the same due (Shimo Sake) made from local green plums and parent sake. The chili adds a kick to the rich, sweet, and slightly sour taste and makes this liquor a favorite of sake connoisseurs. The complex perfume flows will greatly affect your appetite.



PLUM SAKE

(Ogura can be Kaguraku UME SHU)

The gorgeous plum color glowing in golden color is produced by using locally grown green plums of the Ogura variety the most one year in the parent sake made from muromachi sake. With an abundance of fresh plums from the Ogura variety, this liquor permeates your mouth, a touch of sour taste and its rich aroma.



*Relax & unwind yourself
with the soothing sound of Jazz*



strong-jello

FOR WINE LOVERS • Kamoshibito Kuhaji Ginjo

WITH A FAVORITE MEAL • Tadayasu Junmai Ginjo

AFTER A LONG DAY OF WORK • Ginsen Junmai Daiginjo

JFC www.jfc.com

40-4000 1000 1000 1000 1000
1000 1000 1000 1000 1000

月桂冠 鳳麟 純米大吟醸



モンドセレクション 2006年~2008年
4年連続「最高金賞」受賞

GEKKEIKAN SAKAI
Ultra Premium Junmai Daiginjo

HORIN

MONDE SELECTION D'OR
WORLD SELECTION OF QUALITY
2006 - 2008 GRAND GOLD MEDAL



from the house of
GEKKEIKAN
the world's finest sake

www.gekkeikan-sake.com

Drink Responsibly



超特級
月桂冠 純米大吟醸

最高金賞に輝く味わい



The Night DAISHICHI Charmed Gault Millau

*Master Champagne, an excellent, free-run grape
juice design, brewed by the official, famous*

DAISHICHI was founded over 250 years ago at the foot of the renowned Mount Adachi in Mihonowaki City, Fukushima Prefecture. In order to achieve perfection flavor in their sake, they combine both the traditional method that has been refined over centuries with new technologies they created such as the "super fast rice polishing technique" and "oxygen free filling system".

Their sake is prized throughout the globe. In January 2008, DAISHICHI was invited to join a prestigious event hosted by Gault Millau, one of the world's most influential restaurant guides. The following November they were chosen to present "The Best Chef Award" at the "Night of Gault Millau" celebrating the Gault Millau 2009 as *Ambassador*. The president of DAISHICHI presented their "Myōka Rangyoku" sake as the grand prize to the award recipient, chef Mario Rabben. The event concluded with a toast with DAISHICHI's premium sake "Minowasori", and as silver confetti and balloons floated from the ceiling, it marked the highest moment for Japanese sake and DAISHICHI. They are delighted to attend "Night of Gault Millau" once again which will be held on October 2nd 2009.



DAISHICHI's sake was the official choice to toast at Japan Summit 2008 and 2009. "Myōka Rangyoku Grande Cuvée" was also exclusively served to the dinner held for sponsors of the G8 leaders in 2008.



A toast with DAISHICHI sake to mark the 10th anniversary of DAISHICHI presenting the award.



A toast with DAISHICHI sake to mark the 10th anniversary of DAISHICHI presenting the award.

Since 1712



生荒造り
大七

DAISHICHI

DAISHICHI

DAISHICHI

DAISHICHI

DAISHICHI

DAISHICHI

DAISHICHI

DAISHICHI

DAISHICHI



Daishichi Sake Brewery with its facility

1-46 Takahashi, Shinowakura,
Fukushima 994-0002, Japan
TEL: +81 (0)249 33 2007
FAX: +81 (0)249 33 2008
URL: www.daishichi.com
E-mail: info@daishichi.com

Distributed by JFC International, Inc.

Nanbu Bijin: A Line Of Almighty Sakes



With so many types of sake coming into the United States, the world of sake has become deeper and more interesting as the new food. But maybe a little daunting as the other. According to Ms. Chisako Nakano, Helms, a sake sommelier and founder of Sake Discovery, LLC, Nanbu Bijin, Tokubetsu, Jintan and Daidai are the two sakes that you can be a beginner or not. They are the two sakes that represent sake making at its best. The Nanbu Bijin Brewery established in 1800 is located in a beautiful rural area in Iwate prefecture where pristine, natural water is readily available. Using methods that have been passed down for generations, but adding new technologies, has allowed the brewery to stay on top of its game winning numerous awards from all over the world. The Tokubetsu Jintan is made using the ginsu method, and has a ginsu

level of fruitiness, like oranges, while it is not too rich and slightly sweet instead of the rice. Being a regular sake, the reasonable price makes it a great value to serve to a nice table wine. This is one of those sakes that can also function when warmed, too. The Daidai has a juicy tropical aroma of passion fruit, pineapple and mango, but has a clean finish. "Both are so nice that an almighty when it comes to food pairing. From light to rich, want to seafood, Japanese food to French food, these sakes can truly handle them all, going beyond the typical characteristics of their class," explains Ms. Nakano. "If you really want to show someone what sake is all about, these are the ones I would choose to converse any degree," she adds. Her suggestion for appreciating the two sakes is "to leave the bottle out on the table while enjoying it instead of an ice so that you can enjoy the different sakes it shows while the sake warms to room temperature".



Nanbu Bijin Brewery
15 Utsu-machi, Fukushima
Morioka-shi, Iwate 989-0001
www.nanbubijin.co.jp/guide
Imported and distributed by NY Mutual Trading, Inc.
TEL: 301-933-0909

Chisako Nakano Helms
Sake sommelier & founder
of Sake Discovery, LLC



A Shochu Moment with Kyoya
- Miyazaki's Oldest Shochu Distillery -
Vol.24 Heihachiro

Among the traditional Japanese distilled liquors, potato shochu - that uses sweet potato as its main material - has a special originality in top nose, aroma, taste, as well as aftertaste. This originality is what traditional shochu has as a single pot - distilled liquor, which makes it different from continuous distilled liquors like Vodka. When it is used for cocktail, the complicated taste and aroma serves as important factors. With clear composition of taste, it makes a high grade cocktail by its individuality and complexity. In this case, shochu also can be called the distilled liquor which demonstrates a bartender's skill.

-Hayato Hishinuma-

2005 Meads Selection - Grand Gold Medal
2006 Meads Selection - Gold Medal
2006 ITU - 1 Star
2006 RTI - Gold Medal
2007 RTI - Gold Medal

Blood & Spice Shochu Cocktail's Recipe

- 2 oz Heihachiro
- 3 oz Tomato Juice
- 1/4 oz Fresh Lemon Juice
- Splash Soy Sauce
- 6-8 Leaves of Cilantro
- 2 Large Pinches of Fresh Ginger
- Szechuan Pepper

Muddle ginger and cilantro.
Add remaining ingredients.
Shake with ice and strain.
Pinch of szechuan pepper.



Information
The Place to Drink Heihachiro Greenweck Grill
425 Greenwich Street
(bet. N. 4th & 5th) New York, NY 10013
212-274-5418
<http://www.greenweckgrill.com/>

Distributed by JFC International, Inc. 718-686-8808



ENTERTAINMENT

Enjoy A Whole Course From Start To Finish With KUROMARU



With no menu, no advertisements, and no signage outside, restaurant Tsuketsu is definitely a one of a kind place here in New York City. The entry, quiet, secret place is a nice, relaxing hideaway far from the

know, treating the place as their own personal dining room away from home. The word of mouth system draws in a lot of regulars who are completely trusting of owner-chef Mr. Norihiko Matsue's cooking and happy to leave the entire dinner plan up to the chef. The restaurant carries a handful of shochu, wine and sake that goes with the restaurant's cooking style, and Kuromaru has become a recent addition to their list. We asked the owner, Mr. Matsue, how Kuromaru is received at a place like his.

What kind of customers do you get?

I would say 80% are Japanese customers, and people who know the place by word of mouth. After being in business for 9 years in this location, we have a lot of regulars. But recently, we have been seeing more non-Japanese people come in.

What do most people order here in terms of

drinks?

We have sake, wine, shochu, and Japanese whisky like Yamazaki, but shochu is by far the most popular drink, and potato shochu, I would say, is probably the most popular among the shochus. Many people keep their own bottles here.

When did you start carrying Kuromaru?

Actually, only a few weeks ago. But so far, I have been hearing good things from my customers. It's very light for a potato shochu, but still has the potato aroma, which is what potato shochu lovers look for. It also goes well with the food here.

What type of food do you serve and why do you think Kuromaru is a good match for the food you make here?

We serve real home-style Japanese cooking. My background is as French, so some of that, I think, comes out in my cooking because I do use some French techniques at times here, but it's based on the style of food people in Japan eat at home, i.e. many small dishes of different things in one sitting so get as much nutritional variety as the meal. We usually serve 6 to 7 course meals, if you count dessert. We start off with some light vegetable dishes, then we go on to sashimi, then some kind of miso soup (seasoned dishes) then to grilled fish, then meat dishes, then we end the course with ei-

ther a noodle or a rice dish, and a light dessert like bignonia ice cream. For that, you need something that's versatile, like Kuromaru. It's definitely a mild shochu, but Kuromaru has the ability to hold up to any kind of taste, even something like yuzu pepper that I use for accent.

What are some of the fall specials, and how would Kuromaru pair with them?

Mushrooms are fresh in the fall, so I think diners will use a lot of cuisine using mushrooms served in Japanese restaurants around this season, but some mushrooms and Kuromaru, which is made out of potato, both have earthy flavors, they should go very nicely together.

SHOCHU TIDOTTE

Shochu has gone through many transformations throughout history. One of them was a new technique that was introduced in the 18th century which changed shochu's taste and popularity forever. The technique used is what's called an ion exchange. The freshly distilled gemshu of shochu has a rough, unrefined taste due to the excess oil, which gets produced as a by-product when yeast production is started. By putting electricity through an ion exchange membrane, these oily molecules that give off a burned taste can be extracted from the shochu, leaving a smooth, unadorned liquid behind.



Kuromaru

Sweet potato shochu with a mild and brilliant taste and a clean finish.
Sweet Potato Shochu 20% Alc./Vol



Kogane no Ito

Flavor Takeshima-sake, base of the Japanese myth and legend. Piping the real and refined taste of Takeshima.
Takeshima Shochu 20% Alc./Vol



Tenshi

Smooth and delicate. The sweet and lightest tasting shochu from Kogane no Ito.
Baby Shochu 20% Alc./Vol

SHOCHU TIDOTTE

Please Drink Responsibly

Imported by Shochu International Corp. New York, NY 10028
Distributed by Holmwood Trading Co. LLC



The fresh, warm taste of the Whitefish Tonsure and the earthy taste of the Shrimmed Goshin Hokkaido, topped with tororo ikura and yuzu pepper, show nice contrast. Kuromaru manages not only to hold up to the intense food without becoming overwhelmed, but also

Tsuketsu
300 E. 4th St.
1st Floor New York, NY 10017
Tel: 212-698-6966



The Secrets Behind Exquisite Flavor Aragoshi Ume Shu Yuzu Shu

"Small ferment yet high quality" is the motto that has been passed down at **Ume No Yado Brewery**, a microbrewery in Niara Prefecture, since its establishment in 1893. The latest arrivals from the brewery are the two sake-based, fruit-flavored *karakuchi* Aragoshi Ume Shu and Yuzu Shu.

Aragoshi Ume Shu is a unique plum wine that uses sake as a base liquor, unlike most other plum wines. Since sake has natural sugar, we this method they can successfully reduce the amount of extra sugar added. This makes the plum wine's natural sweetness stand out, as well as keep its color pale. And the texture of Aragoshi Ume Shu comes from the way it uses plum. Fresh plums harvested in local plum orchards are soaked in sake, and having absorbed the sake, they are mashed and later added back into the sake. Just one sip makes you feel as if you have eaten a whole plum while drinking premium sake. It is liquor, but you can also enjoy it as a dessert.

Ume No Yado's Yuzu Shu also boasts a lot of fresh fruit flavor. While other brands usually contain anywhere from 5% to 15% yuzu juice, its yuzu shu has as much as 35% yuzu juice. This allows you to fully appreciate the natural yuzu flavor. You might even notice the yellowish yuzu oil component found in the top part of the bottle, and that's proof of how much yuzu juice is in it.

"We've earned both types since they were introduced in New York. They consistently sold here and appeal to both sake beginners and connoisseurs. I think it's because they're versatile, good as dessert wine as well as regular sakes," says Mr. Hiroshi Furukawa, co-owner of sales specialty store SAKAYA. "We serve them both by the glass and by the bottle, and Yuzu Shu is particularly favored by our clientele. Many order it by the bottle," says Mr. Masahiro Hara, head chef of the popular ramen house IPPUDO NY.

Summer has ended and we are entering the cold season. It is the time to enjoy the sweet, rich and fruity flavors of Ume No Yado's Aragoshi Ume Shu and Yuzu Shu.

Aragoshi Ume Shu
Alcohol 15%
Ingredients: plum,
sake, yuzu, water, distilled
alcohol, fruit sugar



Where to Drink
800.422.2171 www.ume-yado.com
Where to Buy
SAKAYA, www.sakaya.com

Tasting Room @ SAKAYA
October 3rd (Sat.) 3pm-8pm
Aragoshi Ume Shu and Yuzu Shu
are for sale for the day at SAKAYA,
324 E. 5th St., New York, NY 10003
Tel: 212-525-7353

Ume No Yado Brewery
www.ume-yado.com
E-mail: info@ume-yado.com
Global Trading Co., Inc.
Tel: 718-629-8450
info@global-trading.com

LENTO Brown Sugar Shochu

ANAMI OSHIMA RATAI BREWING CO., LTD.



This distillery was founded in Anami Oshima, an island known for its endless hamlets, about 135 miles south of mainland Japan. Its climate is conducive for shochu production, and they are the youngest distillery on the island. Lento is a brown sugar shochu "created by women for women", and their distillation technique combines the traditional with the innovative. What makes Lento unique is its aging technique which utilizes the seasonal vibrations of music. "Lento" is musical notes means "slow", and this shochu is aged for 3 months in a cellar where classical melodies are played to slowly reabsorb the molecules & awaken the flavors, making it supple and smooth.

Anami Oshima Ratai Brewing Co., Ltd.
3-15 Shinmachi, Niara, Kagoshima 894-0021 Japan
www.lento.co.jp

The rich and sweet aroma of Lento spreads in your glass like a beautiful serenade, and its remarkably smooth flavor melts your soul with joy.



Ms. Ayumi Masuda
(Owner)

A beautiful serenade in your glass



MATURED VIA ACOUSTICS
"SLOW & RELAXED"
BROWN SUGAR SHOCHU

LENTO



Distilled by
JFC
JAPANESE FOOD COMPANY, INC.
Tel: 718-354-5201

Enjoy responsibly

SUJIN Junmai Oh Karakuchi

KAMOHRI CO., LTD.

Aurakoshi Brewery was born in Iwate Prefecture in 1871 when Japan was undergoing a political and social revolution. With the goal of producing "Iwate's sake from Iwate's local rice", they regenerated Iwate's original sake rice. Gargling, after 5 years of research, Sujin, brewed from this rice is super dry full-bodied and steep with a sleek finish. The impact of the dryness followed by an explosion of palatable rice flavor is refreshing when served chilled. When paired with food, never takes away for a better aromatic flavor. The dryness celebrates your palate and is fabulous with seafood and rich dishes.

Aurakoshi Co., Ltd.
16-24 Seng Moriya Iwate 994-0625 Japan
www.aurakoshi.co.jp

100%

40%

"Sujin" is a dragon honored as the god of water that brings rain for rice harvests. Sujin's pungent aroma elevates your senses like a dragon rising up to the heavens.



Mr. Toshiyuki Morita
(President)

KAKUJYO Junmaiginjo

BUNGO HIRANO CO., LTD.

It is appropriate that "Kakujyo" means a castle of cranes, as Bungo Hiranjo has been brewing sake around the beautiful natural setting of vast forests, pure air and natural spring water for nearly 100 years. The sake rice of Kakujyo is polished extensively and slowly brewed to create a clean refined taste. It is slightly dry and velvety without being too heavy, and when served warm, it becomes much more pungent and aromatic. Serve it chilled or lukewarm, and it pairs exceptionally well with soy-sauce or miso based dishes. Its elegant and smooth flavor draws many female fans.

Bungo Hiranjo Co., Ltd.
16-44 Minamita, Fuyunagi Hiranjo, Sakurai City 674-0855 Japan
www.bungohiranjo.co.jp

100%

dry

Kakujyo is a medium dry sake that is rich and well-balanced. Relish its excellent full-bodied flavor that is cultivated within the beauty of nature.



Mr. Kazuo Sato
(President)

Celebrate with Hello Kitty



Astro Wine & Spirits
2931 Queens Rd. (at 4 & 5 St.)
Tel: 771-7500 www.astrowine.com

Beauty & Wine Wine & Spirits
2015 Queens Rd. (at 4 & 5 St.)
Tel: 771-7541 www.beautywine.com

Calculus Avenue Wine & Spirits
270 Calculus Ave. (at 10th St.)
Tel: 771-7500 www.calculuswine.com

Sea Grape Wine Shop
1000 S. 1st St. (at 4 & 5 St.)
Tel: 771-7500 www.seagrapewine.com

Vintage Grape Fine Wine & Spirits
1000 S. 1st St. (at 4 & 5 St.)
Tel: 771-7500 www.vintagegrape.com

ENCOTRIA

1000 S. 1st St. (at 4 & 5 St.)
Tel: 771-7500 www.encyotria.com

Hello Kitty is now a prestigious scene "Made in Italy" by Trussardi. Celebrating its 100th anniversary, the sparkling wine, which are made from Pinot Noir, include a Pinot Rose and a champagne-chilled Sweet Pinot. They are available at the stores listed above.

The **FOLEY** 60 customers who bring this ad to one of the stores and purchase a bottle will receive a Hello Kitty keychain.

Mister Wright Fine Wine, Spirits & Sake

Come and see our large sake and shochu selection from entry level to premium.

**WEEKLY
FREE TASTING**

**Thu & Fri (5pm-8pm)
Sat (4pm-7pm)**

10% OFF
Case discount &
Free local delivery
(selected still wine, port & sake)



Mister Wright Fine Wine & Spirits

212-722-1564

1582 3rd Avenue, Ste. 200, New York, NY 10022, Mon-Fri 10am-8pm, Sat 10am-7pm

GARYUBAI Junmai Ginjo

SANNA SODA CO., LTD.



Sanna Brewery is a time-honored microbrewery established in 1886 and has been producing premium sake from 680kg of rice each year with the policy of no compromise or shortcut. Garyubai Junmai Ginjo is a crisp and wonderfully aromatic sake with distinct notes of sweet peas and peas, followed by an elegant aftertaste. Its versatile flavor can accompany any type of dish, and it pairs especially well with white fish sashimi, marinated octopus or other simply seasoned dishes. Enjoy it chilled like a fine white wine or serve it lukewarm for a warming, warm and rounder flavor.

Sanna Sake Co., Ltd.
301 10-Hakuba Senna Sake Co. Sake 424-0201 Japan
www.garyubai.com

You will have a renewed impression of sake after tasting our clean and crisp flavor of Garyubai Junmai Ginjo.



Mr. Yasumasa Saito
(President)

HANA-KOHAKU PLUM SAKE

TAKESUKE-HOPE BREWING CO., LTD.



Natural water from the spring of Mt. Kōkai in Hyogo Prefecture is rich in minerals and highly conducive for sake production. Takesuke Hana-Kohaku has been brewing delicious sake with this blessed natural water since 1662. Their Hana-Kohaku Plum Sake, made from all natural ingredients, is available exclusively in the US and has a delicate harmony of every stone plum essence and premium sake with a magnificent depth of flavor. Serve it chilled, and it also has a great aftertaste that pairs well with spicy dishes or just about any type of Asian cuisine.

Takesuke-Hana Brewing Co., Ltd.
2-10 Tawara Nakamachi Hyogo 620-0040 Japan
www.takesuke-hana.co.jp

This well-rounded and refreshing sake is relished both by the sake novice and enthusiast alike. Enjoy it also as an aperitif or a dessert wine.



Ms. Aiko Inagaki
(Assistant Sales Dept.)

FUKUMITSUYA SAKE BREWERY SINCE 1625 KANAZAWA JAPAN

加賀
酒

"KAGATOBI"

KAGATOBI named after the ancient freighters is brewed with high quality sake rice and Hyakurumori, our proud ground water from springs and after traveling underground for over 100 years. Enjoy the premium fragrance and the rich rice flavor of KAGATOBI.



KAGATOBI
SAKE BREWERY



FUKUMITSUYA SAKE BREWERY New Japan Sake Co., Ltd. 910-0001 Japan
Distributed by NIKKO/ONS TRADING CO., Ltd.
100-0001 Japan www.nikko-ons.co.jp

COMING UP IN CHOPSTICKS NY™

- November (10/23) Japanese Gift
- December (11/30) Gourmet & Restaurant
- January (12/28) Home Cooking

circulation 30,000
distributed at over 100 locations

To advertise contact us at 212-431-8970 ext.130
or E-mail: emori@trendspot.com



SAKEHITOSUJI JUNMAISU

TOSHIMORI SAKI BREWERY CO., LTD.

Toshimori Brewery has been producing sake since 1868 with a firm belief that sake should be brewed with local rice and water in their native climate. **Sakehitosuji Junmaisu** is a premium sake with natural plum flavors added. The sake used in the infusion is brewed specifically for umeshu (plum sake), and it brings out the delicious essence of the fruit while maintaining the need for sugar additives. It is wonderfully fragrant and has a lightness that goes well with oily meat or seafood dishes. Serve it chilled as an aperitif or to relax with dessert, or even with crushed ice as a refreshment.

Toshimori Sake Brewery Co., Ltd.
262-1 Nishimura Akasaka Chiyama 7th-2F-5 Japan
www.sakehitosuji.co.jp



It's a "naturalistic plum sake" that is dry and crisp. Enjoy its silky mouth-feel and pungent flavor of plum.



Mr. Kenjiro Yoshida
(Managing Director)



G JOY Junmai Ginjo Genshu

SAKE ONE

"This is the kind of sake I've wanted an American producer to make," says Eric Swenson, wine sommelier. **G Joy** is brewed in Oregon by an American sake master Greg Lauma who was an apprentice under the highly regarded mastercraftsman Nobuo Kikunaga of Mannohara Brewing. It is a junmai ginjo genshu sake with deep and complex flavors, similar to those found in Koshu and Niho Prefectures. Big, full bodied, with layers of flavors with apple, pear and notes of tropical spices. It goes very well with a wide range of hearty dishes like burgers, pizza and fatty meats. Serve it in a wine glass at room temperature, lightly chilled or even on the rocks.

Sake One
225 Old Blvd.
Forest Grove, OR 97116
www.sakeone.com



We hope you enjoy our Oregon-crafted **G Joy** - one of our most prized sakes, and it is an honor to share it with you. Let us know what you think. info@sakeone.com



Mr. Greg Lauma
(Sake Master)

DISCOVER THE ART OF PAIRING IN BROOKLYN

BOZO RESTAURANT



Hidden in the quiet neighborhood of Williamsburg, **Bozo** is a popular dining destination where patrons come to cherish Japanese cuisine with a wonderful selection of drinks. Their bar showcases over 30 kinds of sake, shochu, sangar cocktails as well as his infused shochu, and you will always find something new to pair with your meal. A must try for this fall is **Tsuba Tsuba Yoru** - an original cocktail created by the bartender Shigeru Kikuchi. He took Bozo's most popular non-alcoholic

drink "Sora Water" to the next level by blending it with vodka, high-pulp orange juice, blood orange, mint leaves and sugar cane. This cocktail is a perfect marriage of contrasting flavors, and it is very easy to drink with enough body and flavor to satisfy your taste buds.

Bozo
250 Great St. Brooklyn, NY 11211
Tel. 718-264-7779
www.bozo.com

Wanna read back number?

Easy Navigation, Exciting Articles,
More Convenient!!



www.chopsticksny.com

ECHIGO DENEMON
Junmai Dai Ginjo

ECHIGO DENEMON CO., LTD.



A well-balanced sake with rich flavor and a crisp bite. The aroma of pineapple and passionfruit is pleasant.
www.denemon.co.jp

HITOTOKI ROSE
Junmai Sparkling

HONKASEN CO., LTD.



A sweet sparkling rose with a hint of acidity. The beautiful shade of color is extracted from its black sake rice.
www.hitotokimotels.com.sg

NARAMAN
Junmai

YAMAGUCHI
SAKE BREWERY CO., LTD.



Enjoy layers of flavors that come alive as you savor slowly. Best served chilled or lukewarm.
www.yamaguchi.co.jp

YUZU
Junmai

HONMARE SHUZO CO., LTD.



The pungent aroma and crisp flavor of yuzu with the sweetness of junmai rice stimulates your appetite.
www.honmaredo.jp

TOMOJU
Junmai Ginjo

MIYU SHUZO CO., LTD.



A smooth sake with a fresh aroma of grapes and pleasant acidity. It pairs well with any type of cuisine.
www.miyu-shu.co.jp

CHOYA "KOKUTO"
UMESHU

CHOYA UMESUJI USA INC.



A sweet liquor created from cane first infused with black sugar, black vinegar and black rum. Its mineral rich ingredients make the drink healthy and highly aromatic. Excellent for cocktails.
www.choya.com

CHIKUHA "London Style"
Junmai

KAZUMA SAKE BREWERY



A junmai sake with elegant dryness and full-bodied flavor. It matches perfectly with seafood dishes.
www.kazuma.co.jp

SATSUMA GODAI
Sweet Potato Shochu

TANAKAWA SHUZO CO., LTD.



This traditional Satsuma shochu is made from locally grown sweet potatoes and fine water from a sacred mountain in Kagoshima. Best enjoyed with hot wine, which gives it a subtle sweet potato flavor.
www.satsumashochu.co.jp



BEYOND GREEN TEA (Continue from page 5)

It is common knowledge that green tea has an abundance of health benefits. It is one of the most celebrated cultural exports from Japan. However, Japanese people enjoy many other kinds of herbal tea as everyday drinks. Here are some of the popular herb teas that are widely consumed in Japan and also available in the US.

MUGI-CHA

Made from roasted barley it has a nutty and refreshing flavor. It is one of the most common summer drinks in Japan and is usually drunk cold. Mugi-cha is so

popular there, that almost all households keep cold mugi-cha in the fridge during the summer. There are numerous pre-packaged products which allow you to make mugi-cha by just soaking the package in water for half an hour or so.

GENMAI-CHA

This extremely nutty tea is made from roasted brown rice. It is rich in fiber so it has a great laxative effect. It is often mixed into green tea to add extra flavor rather than being drunk as it is. While roasting brown rice some of the grains pop and you have a couple of

popcorn like grains as it.

SOBA-CHA

Roasted buckwheat tea gets attention especially for its health benefits. It contains an abundance of the anti-oxidant rutin and effectively reduces blood pressure and blood sugar levels. Not to be confused with cha sobo, buckwheat noodles containing green tea.

KONBU-CHA

This is a savory tea made from dried kombu (seaweed) powder. You can drink it by just adding hot water. Since it has a touch of saltiness, some people use it as cooking to replace salt. Various types of kombu-cha are produced, such as kombu-cha with sea crackers, green tea and dried umi (plant).



Mugi-cha



Genmai-cha



Soba-cha



Konbu-cha

Ten-Chi Cha: Japanese Herbal Tea Detoxifies Your Body and Soul

ECO VITA

Removing toxins from your body helps to maximize your self-healing system. A Japanese herbal health tea that helps to remove these toxins is now available in the U.S. for the first time. Ten-Chi Cha is a drink containing a blend of 11 traditional Japanese herbs that are effective in detoxifying the arteries and maintaining a healthy circulatory system.



Ten-Chi Cha is directly formulated from Japanese tea, Herbs and Earth Vite, is made from plenty of the highest quality and manufactured in a highly regulated environment.

The principal ingredient of Ten-Chi Cha is dokusogan (Routyria radialis), which Japanese use as a healing herb tea. National studies have shown that the quercetin found in the dokusogan leaf and the ascorbic acid in the plant's spider possess unique capillary and can aid in reducing the thickening of the arteries. In addition to these health benefits, Ten-Chi Cha has another bonus. Unlike other medicinal natural her-

bs, it does not have a strong and bitter taste and is very easy to drink. Blending dokusogan with other healthy ingredients such as apple, banana, persimmon, honey, rather than roasting them, Chinese doctors, soybean, large-headed soybean, licorice and licorice gives the tea a milder taste. Also, the "Detoxification and Detoxification System" used in the production of Ten-Chi Cha cleanses the herbs with clean, fresh water, reducing the harsh flavor of the dokusogan and is environmentally friendly.



Ten-Chi Cha is a caffeine-free and sugar-free both hot and cold. You can drink it as a place of your morning coffee or tea, keep it for refreshment at your office desk, bring it to your workout, and even drink this tea before you sleep. Since one can buy stakes as 10 seven cups of tea, it's economical as well. Ten-Chi Cha is the perfect supplement, you can get great results at a reasonable price.

Ten-Chi Cha is currently sold in twenty-five states in Japanese restaurants as well as online at www.tenchicha.com. For more information, visit the website and check out Ten-Chi Cha videos on YouTube.



Eco Vita
www.tenchicha.com
TEL: 1-877-313-8834
info@ecovitausa.com



CHOPSTICKS NY COVER ARTIST CONTEST 2009

AN EXHIBITION OF THE FINAL CONTESTANTS

Chopsticks NY will present a group exhibition showcasing artworks by the finalists of the Chopsticks NY Cover Artist Contest. Please come and enjoy their original artworks. The opening reception will be held on October 23rd

October 22nd (thu) - 30th (fri)

Opening Reception: October 23rd (fri) 5pm-7:30pm

NYCoo Gallery

1133 Broadway #335, New York NY 10010
TEL 212-380-1149 / www.nycgoo.com

Reception
sponsored by



**COVER ARTIST
FOR 2010**

Sing Pong, Chui
www.lanzhou.com



People's Choice

The most popular
artist in online voting
Will Verner
www.willv.com



Mikiho Kuroki www.rokitakuroki.com



Rieya Narumi www.rieyanarumi.com



Huiyong Shi www.huiyongshi.com

PUMPKIN + TOFU

It is hard to say which vegetable best represents the taste of the bountiful fall season but the color is definitely "Pumpkin". Pumpkins and winter squashes are in the same family and checked full of vitamin A, fiber and antioxidants. The pairing of pumpkin and tofu brings you a new gourmet discovery. This fall please share the rich harvest with your family and friends.



TOFU "PUMPKIN" SOUP



TOFU "PUMPKIN" PIE

House Tofu is an ideal ingredient for cooking all year round, but it tastes great with seasonal produce. You will find your favorite recipes on our web site. Enjoy a healthy diet!



TOFU & "PUMPKIN" THAI GREEN CURRY



How To Cook

1. Microwave pumpkin for 3-4 minutes.
2. In a skillet, roast green curry paste for 3-4 minutes, or until it becomes fragrant. Keep stirring as the paste doesn't burn. Add a spoonful of coconut milk, if necessary.
3. Add coconut milk and bring to a boil. Cook over medium heat, stirring often for 4-5 minutes.
4. Add pumpkin and Tofu, and cook for an additional 3-4 minutes.
5. Add fish sauce, vegetable stock, sugar and red bell pepper. Keep stirring for another minute.
6. Add Kaffir Lime leaves and lime juice and bring to a boil. Transfer to a serving bowl and sprinkle cilantro on top. Serve with rice.

Ingredients (serves 4-6)

- 1/2 package (1 lb.) of House Organic or Freeform Tofu (Extra Firm or Firm), cut into 1-inch cubes
- 2 cups Kaffir Lime leaves, cut into 1-inch cubes
- 1 tablespoon green curry paste
- 1 can (14 oz.) of coconut milk
- 1/4 cup fish sauce (fishy vegetable stock for vegetarians)
- 1/4 teaspoon sugar
- 1 red bell pepper, cut into 1-inch pieces
- 2 tablespoons lime juice
- 4-6 Kaffir Lime leaves (optional)
- 1 tablespoon cilantro, finely chopped

Tip: Kaffir lime leaves can be replaced with other types of squash such as Butternut squash.

1-877-333-7077 | www.house-foods.com

h House Foods America Corporation

Kikkoman Thai Red & Yellow Curry Sauces

Easy, Versatile, and Tasty

Kikkoman U.S.A. offers a series of ready-to-use curry sauces in three flavors: Tikha Masala Curry Sauce, Thai Red Curry Sauce, and Thai Yellow Curry Sauce. Seasoned with various herbs and spices, these sauces add complex flavors that will greatly broaden your cooking repertoire. This month we introduce simple recipes featuring Thai Curry Sauces.



VEGETABLE RED CURRY

(INGREDIENTS serves 2 people)

- 1 baby eggplant (or small eggplant)
 - 2 oz. green beans • 2 shallots (medium)
 - 1 cup sliced onion • 2 tablespoons canola oil
 - 1 bottle Kikkoman Thai Red Curry Sauce
 - Meat to garnish • Steamed basmati rice to serve
 - 1/2 cup coconut milk (optional)
- 1 Cut baby eggplant into half-sphere pieces and soak in salt water (see included in ingredients above)

- 2 Cut green beans 2 inches long. Slice onion and slice shallots.
- 3 Heat canola oil in pan and add onion to sauté.
- 4 Add eggplant and sauté.
- 5 Add Kikkoman Thai Red Curry Sauce, green beans and shallots, and sauté for about 10 minutes. (If you prefer a mild taste, add coconut milk at this point.)
- 6 Serve Curry in bowl and arrange meat to garnish.



WHITE MEAT FISH WITH YELLOW CURRY SAUCE

(INGREDIENTS serves 1 person)

- 1 piece white meat fish (4-6 oz. — striped bass, flounder, halibut, cod or grouper is recommended)
 - 3 grape tomatoes
 - 1/3 bottle Kikkoman Thai Yellow Curry Sauce
 - Cilantro to garnish
- 1 Warm Kikkoman Thai Yellow Curry Sauce in pan.

- 2 Place fish in curry sauce and bring to boil.
- 3 Cover pan with lid, reduce heat, and sauté for about 10 minutes.
- 4 Add grape tomatoes.
- 5 Spread curry sauce on plate and place fish on sauce.
- 6 Arrange tomatoes around fish and add cilantro to garnish.



CURRY PELAF

(INGREDIENTS serves 2 people)

- 1/2 cup chopped onion
- 1/2 cup chopped green pepper
- 1 tablespoon canola oil
- 1/4 lb. ground beef
- 1/2 cup Kikkoman Thai Yellow Curry
- 2 cups steamed rice (Japanese rice is recommended)

- 2 Heat canola oil in pan and sauté chopped onion.
- 3 Add ground beef and sauté.
- 4 Add green pepper and sauté.
- 5 Add steamed rice and sauté.
- 6 Pour in Kikkoman Thai Yellow Curry and mix.
- 7 Serve Curry Pelaf in plate or bowl.

* All ingredients courtesy of Toronto Kanado Supermarket

Toronto Kanado Supermarket is a dual & triple chain process of SPCooking (from expanding unit), where the creative cooking by using New York local ingredients.



Thai Red Curry Sauce

This lively sauce has sweet, sour and salty flavors. Ingredients like garlic, lemongrass, garlic and lemongrass are combined with this red chile and coconut milk.



Thai Yellow Curry Sauce

This has the mouthwatering flavor of garlic, lemongrass, turmeric and cilantro along with this hot chile for the right level of spicy heat.



Tikha Masala Curry Sauce

It could get beneficial blend of turmeric and aromatic Anise notes. This sauce serves chicken, fish, vegetables, meat or tofu with a restaurant quality taste.

kikkoman
seasoning your life

For ordering and more recipe ideas, visit us at www.kikkomanusa.com
Or visit your local grocery stores for purchase

10/29 Thurs. UMAIMONO Food Fair

11/1 Sun.

UMIKAN
PANCAKE SWEETS
WAGETSUDO



SHINASOBA RAMEN
CHIBAKIYA



KOMEGO
SABA MACKINNO SUSHI



Chosen artisans from Japan show their exceptional showmanships right in front of your eyes! Come join us! *2015 more items will be at store!

Mitsuwa®
MARKETPLACE

595 River Road
Edgewater, NJ 07020
201-941-9113
www.jeremy@mitsuwa.com

Supermarket
9:30AM-9:00PM
Food Court
11:00AM - 8:00PM

Open 365 days a year
www.mitsuwa.com/english/
25 Specialty Stores at the Japanese Center
Hours vary, please check the website above

CREAM PUFF
• Cream Puff 1P
• Cream Puff 6P

ROLL CAKE
• Fruit
• Mocha
• Chocolate

MUSHI CAKE
• Cheese
• Chocolate Flakes
• Brown Sugar
• Pudding

CREPE STICK
• Chocolate
• Strawberry
• Banana Caramel
• Mango

Happy Clover
MADE IN JAPAN
Daiichi Nishimeya Trading Co., Ltd.

FOOD DRINK GROCERY

RESTAURANT REVIEW

MAY CHAN RAMEN
TSUKI
SUSHI LOUNGE

ASIAN RESTAURANT REVIEW

TALENT THAI

LISTINGS

JAPANESE RESTAURANT
ASIAN RESTAURANT

RAMEN / JAPANESE / KOREAN

May Chan Ramen

114 2nd Ave. East, 2nd Fl., S.O. Media P.L., New York, NY 10003
TEL: 718-355-4535 Mon-Thur 11:30am-4:00pm, 5pm-11:00pm
Fri 11:30am-4:00pm, 5pm-11:00pm Sat 5pm-11:00pm Sun 5pm-11:00pm

With so many ramen places popping up around the city, it's starting to get hard to choose where to go, but that's the beauty of ramen. Every place has their own added touch that makes their ramen unique, making it a fun dish to go eat. **May Chan Ramen** is one of the more unique ramen noodle places that opened recently, serving up both standard Japanese ramen and spicy Korean-style ramen using Asian herbs, such as Ginseng, that has properties like enhancing your energy and help reduce cholesterol. Their signature dish, **May Chan Ramen** (\$12) is made with seafood and miso broth that has a thick, dense texture packed with flavor from being slow cooked for days. Toppings include crab, clam, egg, sliced pork, and others making it a hearty bowl. There are many other kinds of ramen in addition to their signature dish, and some of them come in half portions (\$4-\$6). Other dishes besides ramen offered at May Chan include **Akashimayo** (Japanese pancake Hiroshima style) and **Saburokoshi** (fried rice & egg noodle), both specialties from the Kansai region. Lunch set with two bowls of ramen and **Chawan** (fried rice) from \$5-\$9.50 is a great deal, and the combination of the set changes daily.



MAY CHAN RAMEN



May Chan Ramen offers up many flavors on one bowl from the seafood and miso broth to the bold toppings to the final warming, gooey pepper. The taste of traditional Japanese ramen and Korean flavors fuse together so nicely it's like they were meant to be.

3 Best Sellers

- May Chan Ramen 12
- Tantan-Men 11
- Hiroshimayaki 10

JAPANESE

Sushi Lounge

130 St. Mark's Place (E 4th St. and Avenue A) New York, NY 10003
Tel. 212-698-1884
Mon-Sun 12pm-12am

If you've ever been on a night out in Alphabet City, you've probably seen the huge long line outside of **Sushi Lounge**, especially on a weekend. The bright yellow building on the corner of Avenue A, along with a sign that reads "All Sushi 50% Off" is hard to miss. What makes this place so popular is the variety of dishes offered here. With about 48 different types of sushi rolls including standards like Spicy Salmon Roll, and originals like Love Roll, Katsu Miso Chicken, and Camello, you can have fun trying out all the different rolls alone, but despite its name, the place actually takes pride in their hand-rolled dishes, too. There are 10 different ramen dishes like Tonkatsu Ramen and Spicy Ramen, and 7 additional sobakushi dishes to choose from. The long list of appetizers they have includes typical Japanese small dishes like Gyoza, and Age-tofu. With so much on the menu, you might think it would take forever to decide what you want, but here, all sushi is 50% off after a minimum order of \$18. After 10pm each day, Happy Hour kicks in, which means all beer and cocktails are 50% off, too, so you don't have to make such a tough choice because you can have it all!



COLD RAMEN



Gyo-florent is a typical summer dish in Japan but here it is one of the best sellers all year round. The customer aprons, strong bowls, along with egg, dried pork and two crab-meat dumplings with a sweet and sour sauce is enjoyed by customers as an alternative to sushi.

JAPANESE

Tsuki

1418 1st Ave. (bet. 34th & 35th St.) New York, NY 10011
Tel. 212-517-8895
Mon-Sun 5pm-10pm

Since **Tsuki** opened on the Upper East Side in 2001, they have been playing their part in their community which relies on the mouth watering sushi they provide for such a fair price. The restaurant has even answered to their customers' concerns about the high sodium in the soy sauce. They have done so by creating their original sushi that is seasoned with chef-owner Mr. Kazutoshi Maeda's signature sauces so that no soy sauce is necessary. The result is an interesting, eclectic sensation. Each of the sushi in its case has a sauce or marinade unique to the dish like Yellowtail Jalapeno with hot sauce and spicy pickled radish, Volcano Spicy Tuna with red sauce over crunchy sweet potato tempura topped with sake marinated smelt, and Salmon with carrot sauce. Depending on the ingredient, he sometimes uses unusual preparation methods instead of a sauce to bring out a certain taste. A good example would be the Seared Uni with lemon and tea salt.



The winning of the art highlights its natural sweetness while the salt and lemon takes away the bitterness so that all that's left is a delicious and delight. So if you're a sushi fan looking for something a little different, head over to Tsuki.

VOLCANO SPICY TUNA AND HOME-MADE TOFU



The Volcano Spicy Tuna is topped with crunchy sweet potato and sake marinated smelt, so imagine that's doubled with sweet and spicy oil sauce. The Home-made Tofu topped with Tuna Teriyaki is a mix of interesting textures and flavors inside your mouth.

3 Best Sellers

- Cold Ramen \$9.25
- Spider Roll \$14.25
- Makiyaki Udon \$4.95

3 Best Sellers

- Homemade Tofu/Tuna Teriyaki \$13.50
- Lobster Makiyaki \$13.95
- Tsoa Uni (Market Price)



1000

752 957-6228

Upper Port: **Yaku Sanka**

© 2017 Intel. All rights reserved.
 2017-07-20 10:00

Upper East: **Midtown**

Upper Cerv. **Sale**
 1200 Chd Ave (W 20th St.)
 212 724 1100

10th Anniversary
Editor: Suzanne L. Geland
Editorial Board: See inside
Editorial Board: See inside

Maximum/Min: Anywhere

Malpica/Vint. Agavesmire	
1'22nd Free Gals. 20% 5.000 (2)	138
1'2 2nd 1000	4

East Village Kiss Ya 241 E 1st Ave. Sat 10-11:30p 733-0377	East Village L.A.N. 87 2nd Ave. Sun 10p-11:30p 733-0377	East Village May Day Runners 711 2nd Ave. Sat 10p-11:30p 233-0377	East Village May's Fitness Studio 27 2nd Ave. Sun 10p-11:30p 733-0377	East Village Machos Inc. 101 1st Ave. Sat 10p-11:30p 733-0377	East Village MINCA 241 E 1st Ave. Sat 10p-11:30p 733-0377	East Village Nobori 90 E 1st Ave. Sat 10p-11:30p 733-0377	East Village Noonies Girls Zoo 31 E 1st Ave. Sat 10p-11:30p 733-0377	East Village Nori 101 1st Ave. Sat 10p-11:30p 733-0377	East Village OFF Baithe 101 1st Ave. Sat 10p-11:30p 733-0377	East Village Oshaka Impassioned & colorful performers in unique Japanese performance. Includes unique stage design. (Dinner) Includes in-house bar. Sat 10p-11:30p 733-0377	East Village Rox-Rox Rox-Rox presents a unique experience in a unique venue. Includes in-house bar. Sat 10p-11:30p 733-0377	East Village Sake Bar Decadent 241 E 1st Ave. Sat 10p-11:30p 733-0377	East Village Sake Bar Sake 241 E 1st Ave. Sat 10p-11:30p 733-0377	East Village Sapporo Izumi 241 E 1st Ave. Sat 10p-11:30p 733-0377	East Village Sapporo (St. Marks Pl.) 241 E 1st Ave. Sat 10p-11:30p 733-0377	East Village Sobakko Sobakko offers 100% hand made soba. Includes in-house bar. Includes in-house bar. Sat 10p-11:30p 733-0377
--	---	---	---	---	---	---	--	--	--	---	---	---	---	---	---	--

[illegible]



EXCHANGE PLACE
 Books • Videos
 180 Montgomery Street
 Reservations: 201 430-6567

NEWYORK
 Books • Videos • eReaders
 35 Town Square Plaza
 Roseland, NJ 07068

寺川ラーメン
TERAKAWA RAMEN
11000 Ave. BASED ON KUMAMOTO, JAPAN
2nd & 3rd
TOWWTSU (pork based) RAMEN

Long Island Restaurant Yomoguchi
 Since 1985, we bring the best authentic Japanese home cook to you and our menu has well earned us the reputation and generous patronage. Authentic regular menu, 10 & 15 min. service and the best service are available every day.
 10000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Long Island Yoku's Palace
 410 Country Rd. Westbury, NY 11591
 (516) 334-6666

Long Island Yoku's Palace Too
 69 Manor Rd. Westbury, NY 11591
 (516) 334-6739

The Bronx

Bronx China
 An introduction of the finest, authentic Chinese only for the finest ingredients with a new twist to give you a traditional Chinese restaurant.
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Westchester

Westchester Hailine
 3100 Westchester Ave. Yonkers, NY 10551
 (914) 941-8441

Westchester Masugi
 890 Westchester Ave. Yonkers, NY 10551
 (914) 941-8441

Westchester Noreen
 100 Westchester Ave. Yonkers, NY 10551
 (914) 941-8441

Westchester Noreen
 410 Westchester Ave. Yonkers, NY 10551
 (914) 941-8441

Westchester Noreen
 100 Westchester Ave. Yonkers, NY 10551
 (914) 941-8441

Westchester Noreen
 410 Westchester Ave. Yonkers, NY 10551
 (914) 941-8441

Westchester Noreen
 100 Westchester Ave. Yonkers, NY 10551
 (914) 941-8441

Westchester Noreen
 410 Westchester Ave. Yonkers, NY 10551
 (914) 941-8441

Upstate

Upstate Kiko House
 11111 Southwestern Ave. Portland, ME 04106
 (207) 854-8888

Upstate Sakuraba no Mi
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Connecticut

Connecticut Aiko
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Connecticut Fuji Gardens Steak House
 2000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Connecticut Kiku
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Connecticut Kiku
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

New Jersey Agave Provisions
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

cho cho san Japanese Restaurant
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Delivery & Take-Out

DELIVERY SERVICE
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Chopsticks NY
 1000 Ave. J, Far Rockaway, NY 11469
 (718) 335-2660

Asia 2015 **Procession Tacos Suite**
 Enjoy the best food and wine
 at the heart of the city.
 Located in the heart of the city,
 this restaurant is a must-visit for
 anyone looking for a great
 dining experience. The menu
 is a mix of traditional and
 modern dishes, all prepared
 with the finest ingredients.
 Call 212-696-1111 for more information.
 212-696-1111

New York City **Sushi**
 100 W 4th St, New York, NY 10013
 212-696-1111

New York City **Sushi**
 100 W 4th St, New York, NY 10013
 212-696-1111

New York City **Sushi**
 100 W 4th St, New York, NY 10013
 212-696-1111

CAFE

Upper West **Second Floor Upper West**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Cafe Zupas Upper West**
 100 W 4th St, New York, NY 10013
 212-696-1111

Upper West **Minestrone Kitchen**
 100 W 4th St, New York, NY 10013
 212-696-1111

Upper West **Cafe Zupas Upper West**
 100 W 4th St, New York, NY 10013
 212-696-1111

Upper West **Minestrone Kitchen**
 100 W 4th St, New York, NY 10013
 212-696-1111

Upper West **Wine & Cheese**
 100 W 4th St, New York, NY 10013
 212-696-1111

Upper West **Second Floor Upper West**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Cafe Zupas Upper West**
 100 W 4th St, New York, NY 10013
 212-696-1111

Upper West **Minestrone Kitchen**
 100 W 4th St, New York, NY 10013
 212-696-1111

New York City **Minestrone Kitchen**
 100 W 4th St, New York, NY 10013
 212-696-1111

New York City **Wine & Cheese**
 100 W 4th St, New York, NY 10013
 212-696-1111

New York City **Second Floor Upper West**
 141 Broadway, New York, NY 10013
 212-696-1111

KARAOKE

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

RESTAURANT

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

Upper West **Box Street Pubs**
 141 Broadway, New York, NY 10013
 212-696-1111

WE LOVE HI-CHEW **MOTINAGA**

Available at major convenience stores!

HI-CHEW

Juicy and Chewy Ever!

HI-CHEW has a similar texture to fruit-burst but is much softer and tastier, with a longer-lasting flavor. Enjoy the same great taste in every bite until it melts in your mouth. A wonderfully delicious treat for everyone!

NEW Flavor! MELON

www.hi-chew.com

Morinaga America, Inc.



 Available
 Delivery
 Family Size
 Vegetarian Dining
 Vegetarian Friendly
 Open Now
 Delivery
 Family Size
 Vegetarian Dining
 Vegetarian Friendly

Copyright © 2011 by John Wiley & Sons, Inc.

12 days in Italy, 10 days in the U.S.

Camping Man

✦ ✦ ✦ ✦ ✦ ✦

194 *Journal of Management Education* 35(2)

CHOPSTICK'S PICK TALENT THAI

Comforts From Northern Thailand

New York City certainly has a plethora of Ba van when it comes to food, but even a big city, where everything seems to already exist, there still are places that are unique and exotic. One of them is **Talent Thai** located in Murray Hill. They offer cuisine mainly from the Chiang Mai region, a mountainous area in northern Thailand, where food is typically smoother, milder, and more delicate, compared to the Southern style most New Yorkers are familiar with.

The owner of Talent Thai, Mr. Tinap Saengha, is from the Chiang Mai region where his family still owns a restaurant, and much of the menu here comes from recipes passed down through his family for generations. To adhere to authentic taste, many ingredients as well, come straight from Thailand. Northern Thailand's delicacies such as Lamb Kin (sour chicken salad), and Khao

Sai laury noodle soup, which are usually hard to find outside of the country, can be found here, and are definitely recommended if you are in a mood for exotic home-style dishes. The cuisine like the Shrewd Beef Soup, slow-cooked over several hours, has depth and complexity that is hard to miss. Their original desserts like *Moat Roll* (a fried circular tire) and *Greenest Clarity*, a two-layered cold dessert are sweet with heavenly, natural flavor, and best of all, healthy, while their unique textures make them fun to eat. Even if you were to order the Thai standards, which they also have, dining at Talent Thai is like taking yourself on a tasty, exotic adventure without leaving the city.

In the month of October, they offer a 15% discount for Chopsticks NY readers who bring in the article or mention it.



Shrewd Beef Soup: a bowl of complex flavor from slowly cooked beef and aromatic herbs

You can enjoy the perfect marriage of different textures in their Shrewd Beef Soups, stuffed with ground pork, beef, and chicken.



Talent Thai
210 E. 46th St.
New York, NY 10017
TEL: 212 755-6888
www.talentthai.com
Monday - 11:30am - 10:45pm

いただきます
"ITADAKIMASU"

Itadakimasu
Itadakimasu is a common Japanese phrase before eating a meal. Literally meaning, I receive, it also means thank you for the food. It is a gesture of respect to the people who prepared the food.

THE BEST AUTHENTIC THAI RESTAURANT
OPEN 7 DAYS 11:30am-11:30pm

Recommended by:
THEATRE WEEK
NEW YORK TIMES

ZAGAT

Best Thai Traditional Thai Cuisine

Three Convenient Locations:
Chinatown
196 Bayard St. (corner of Baxter St.)
212-245-8133
Chelsea
183 W 23rd St. (bet. 6th & 7th Ave.)
212-645-8806
Theater District
240 W 45th St.
(bet. 6th Ave & Broadway)
212-682-2292

BEST THAI FOOD IN TOWN

THAI CHAI - NO
255 NORTH AVENUE
NYC 10017-0101
TEL: 212-678-0171
212-688-0171
212-688-0173
www.thaichai.com

AURA
442 NORTH AVENUE
NYC 10017-0101
TEL: 212-678-0171
212-688-0171
212-688-0173
www.aurathai.com

THAI SELECT
412 NORTH AVENUE
NYC 10017-0101
TEL: 212-678-0171
212-688-0171
212-688-0173
www.thaiselect.com

ACELUCK
155 NORTH AVENUE
NYC 10017-0101
TEL: 212-678-0171
212-688-0171
212-688-0173
www.aceluck.com

Q2
155 NORTH AVENUE
NYC 10017-0101
TEL: 212-678-0171
212-688-0171
212-688-0173
www.q2thai.com

HENG HENG
155 NORTH AVENUE
NYC 10017-0101
TEL: 212-678-0171
212-688-0171
212-688-0173
www.hengheng.com

20% OFF

Use in a Minute
The Thai Select Group invites you to indulge in authentic Thai cuisine that's exclusively yours. All personal items and up to max waiting Thai dishes by contacting your need at one of our six central websites.
New Cultural Cuisines for all occasions. Large party space available.
Present this exclusive ad to receive your discount. (Cash)

L I F E S T Y L E

BUYING JAPAN

SOBA GARA MAKURA

FOCUS: CULTURE / SCHOOL

NIHON BUYO—DANCE IS A MIRROR INTO JAPANESE CULTURE

JAPANESE BOOK RANKING

JAPANESE LESSON

DIRECTION - PART 2-

TRAVEL

SAKAI CITY—THE CITY OF CRAFTSMANSHIP

LISTINGS

SHOP

BEAUTY

HEALTH

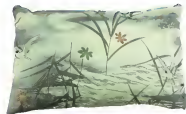
SCHOOL



BUYING JAPAN: INCREDIBLE AND UNKNOWN PRODUCTS - VOL.18 -

SOBA GARA MAKURA

BY NOBU MAKINISHI



The stability of the buckwheat hulls also allows the pillow to stand on its end. When it's like this, it looks like it has personality, doesn't it? I want to put a pair of Gensho Maki gloves on it and take out to meet my friends.



This is October's guest here. You can see how much support she is getting from the pillow. We were going to show her blood, sleeping face and we realized she was also looking gracefully.

Little things can often make a big difference to your health and wellbeing. Whether it's taking a walk around the neighborhood for daily exercise, improving small things about the way you eat, or just going to bed a half-hour earlier, your body will benefit greatly from any positive change. Sleep has always been a struggle for me, and one change that I did make recently has yielded some great results – a simple pillow called the Soba Gara Makura, or Buckwheat Hull Pillow.

It's not the most sophisticated, high-tech name. But this centuries-old Japanese tradition turns out to be one of the most effective ways to position your head (and subsequently prepare your body) for a good night's rest. In Japan, where tension headaches are quite common, the Japanese have stuck to the Soba Gara Makura as one of the most reliable and longstanding solutions. It shapes itself to match the contour of your head and neck, holds your head in a comfortable position while allowing your body to relax completely. It is also considered in Japan as a great way to reduce snoring.

The secret to the pillow's success is in the buckwheat hulls. These tiny grains, which have been stripped of the seed, are incredibly strong despite being so lightweight; unlike foam and synthetic materials, buckwheat doesn't conduct or reflect heat like traditional fillers. So as they support you, they still remain cool and also never try to fight you to retain their shape. Pillows came in traditional pillow shapes, as well as tubular neck pillows. The best kind also provides a way to open the pillow so you can adjust the amount of hulls to suit your liking.

One of the things I hate most about sleeping is over heating. With conventional pillows, I'll wake up in the middle of the night so I can flip my pillow and get the cool side on my head – with the Soba Gara Makura, this is no problem at all. The hulls allow for air circulation, so the pillow actually remains quite cool through the night. The crunching sound of the hulls as you rest your head can take a bit of getting used to, but it is a minor complaint against an overall pleasant way to sleep.

Fans of organic products will especially love Soba Gara Makura, because the hulls are never fumigated with chemicals and are cleaned naturally. I'm sensitive to smells, so it's especially nice to feel like I'm not breathing in anything synthetic – the buckwheat has a subtle aroma that doesn't overpower you. The outer part of the pillow is machine washable, but don't try to wash the hulls! You'll ruin them. Instead, allow the pillow to sit in sunlight to remove any excess moisture that may be trapped. And definitely check to see if you're allergic to buckwheat – because then sleeping on one is an obvious no-no.

Soba Gara Makura shown above is available in Mami New York (205 River Rd. Edgewater, NJ / www.littlejapanusa.com/). Online stores like i-Life International (www.iflifeinternational.com/) sell Soba Gara Makura made with American buckwheat but in the authentic Japanese tradition. I've seen them at stores like Maji as well, but also feel free to drop by your favorite organic stores and health shops or ask your home décor store to carry them!

Chopsticks
1000 1st Avenue, Suite 100, New York, NY 10022
212-693-4999

TRADITIONAL

Wahwa New York
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999
www.wahwa.com

Soca
700 Lexington Avenue, 15th Fl., New York, NY 10022
212-693-4999

Japanese Gallery Center
714 Lexington Ave, 15th Fl., New York, NY 10022
212-693-4999

Kanagawa & Co., Inc.
200 W 10th St, Suite 100, New York, NY 10022
212-693-4999

Matsukawa
400 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Provisional/Proven
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KYOTORA
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Pa An
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Matsukawa WAKAMA
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Matsukawa
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

KATARA SOKO
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Mats New York
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Shawwa Ho-Yakoko
1000 1st Ave, Suite 100, New York, NY 10022
212-693-4999

Subscribe CHOPSTICKS NY
for only \$19.99/year!

Call us at 212-431-9970 or email: reader@chopsticksny.com

SHIGERU UCHIDA "HAKO"

October 15 (Thu) to November 15 (Fri)

Ippodo Gallery New York
620 West 26th St., 5th Floor
New York, NY 10001
212-967-6908
www.ippodogallery.com

ippodo gallery
BROOKLYN - NEW YORK



Absolute Piano
Quality Pianos
at Affordable Prices
There's 30 years Tradition Behind
the name and the quality.
Expert Piano Movers in
KAWAII Dealer at NYC
1045 Park Ave. (at 115th St.)
Tel: 212-987-6073
www.AbsolutePianoNY.com

Shawwa Ho-Yakoko
800 River Rd., Edgewater, NJ 07020 201.341.1103
www.tokiusa.com

Beauty Begins With A Healthy Scalp

—Salon Vijn

Hair loss has always been one of the biggest concerns for men for as long as we can remember, but in recent years, the issue has been creeping up in the lives of women, too. Ms. Minoru Mizumura from **Salon Vijn** says he sees that the problem is more rampant among men and women who live in large metropolitan cit-

ies such as New York where lives are busier and air more polluted. To tackle the problem, Salon Vijn offers a scalp treatment that is effective in preventing hair loss dramatically by unclogging the pores filled with urban and restoring the overall health of the scalp using a line of products called **Nigelle LK**.

The Scalp Treatment at Salon Vijn costs \$60 and takes about 30 minutes from start to finish. It revitalizes the scalp in four steps: exfoliating, cleansing, moisturizing, and nourishing. Using warm water, the salon is able to maximize the effect of the **Nigelle LK** products as it allows a deeper cleansing while it detaches the cells on the scalp. The treatment combines a relaxation shiatsu massage for the head that loosens shoulder, neck, eyes and back muscles

The scalp treatment is the ultimate tool in anti-aging as it results in thicker and stronger hair, tighter facial skin, and better circulation. For best results, treatments should be continued periodically, much like a teeth cleaning at a dentist, and home care is crucial for maintaining a healthy scalp balance," Ms. Mizumura advises.



"Salon Vijn offers free travel size **Nigelle LK** shampoo conditioner and a week's supply of Active Cleansing capsules to customers who come for the treatment."

Salon Vijn

30 Rockefeller Plaza, Cornerstone level
New York, NY 10020
TEL: 212-684-0866 / www.salonvijn.com
<http://www.salonvijn.com>

FIGHT YOUR BLEMISHES WITH BASIC BLACK BLEMISH CONTROL SERIES FROM DR. CHILABOI



Basic Black Blemish Control Gel 1.1oz 45g

BASIC BLACK BLEMISH CONTROL SERIES

Created to combat cutaneous discoloration with active botanicals, natural dietary ingredients, and natural chemical ingredients, helps remove all dark impurities from the skin and plays the leading role in the Basic Black Blemish Control Series.

- * Cleansing Gel 1.5 fl.oz. 42g \$14
- * Soap 2.5 fl.oz. 74g \$17
- * Moisturizing Gel 1.1 fl.oz. 34g \$18

OCTOBER PROMOTION

Qualify 7% (extra supplies lead)
Free Gift: (Shampoo Chemical Oil Boiling Paper)
—with a purchase of \$100 or more from Basic Black Blemish Control series

Available at: Tokushichu New York,
473 Fifth Ave. (3rd) 516-4578 50 NY 10012



The Dr. Chi Labo has been developed by a Japanese skin doctor in the field of cosmetic dermatology with one big philosophy: providing solutions to anyone suffering from skin problems.

JOIN our Japanese Community online

Ask questions
Share your thoughts



Post today!
www.chopsticksny.com/forum

FOCUS • CULTURE/SCHOOL

NIHON BUYO — DANCE IS A MIRROR INTO JAPANESE CULTURE

Watching Sachiko Ito dance is like observing the life cycle of the cherry blossom: delicate and graceful, she captivates your attention and takes you on a journey of self-awareness and deep insight as you follow her throughout the story you see unfolding before your eyes. Blink, but once and you will miss meaning and subtlety—a fire transformed, a glacier, an explosion—all critical to driving the plot further and culminating in the story's conclusion.

"Japanese dance is an introduction to Japanese culture," Ms. Ito, the world-renowned performer and well-respected teacher, explains. "Dance is a prayer and dance is an offering," and she has been offering herself to the audience at large for over 50 years—40 of which she has also been teaching students at her NYC-based school, where students also learn contemporary choreographed works and Japanese classical dance, such as **nikon buyo**.

Nihon buyo dates back to the 17th and 18th centuries and originated in Kabuki theater repertoire. With acting as its base, this dance form uses choreographed theatrical means to follow a character in a story through dance. People exposed to nihan buyo gain a deeper appreciation for classical literary texts (the basis for the Kabuki stories), traditional music such as the common stage instruments of koto and shamisen and art is expressed through the intricate and complex costumes and decorations.

In addition to moving Japanese culture through the lens of dance, observers and dancers also learn about themselves and apply the valuable lessons learned on the dance floor to their own everyday modern lives. Through acquiring graceful movements, students gain good posture, good manners and the ability to be centered; one of the first lessons any dancer learns is how to walk properly, with a firmness and rooting them to the ground. Dancing as a kimonos tells by an-aki dancers become graceful as their bodies learn to remain straight while expressing

a variety of emotions. The fan is a prop with originally religious significance but is used for expression within the context of nihan buyo. Thus, students learn the importance of respect and dealing carefully with both things and people. The practice of dance also teaches important life skills of patience, dedication and solidifying each lesson with practice.

Over the last forty years, students of a variety of ages and backgrounds—including Persian, Tibetan, Russian, Japanese and American—have gravitated to nihan buyo under the tutelage of Ito. Sachiko Ito Selko Center sees her lessons as "meditation practice, a way to slow down" from the hectic, busy NYC lifestyle. Twelve-year old Felicity Richards—who has already been dancing for four years—"likes to tell a story" through her dancing. For Dallenne Mojars, nihan buyo "is a style of dancing that takes me away from myself." Nihan buyo requires only two important skills, Ms. Ito explains: (1) to know the difference between right and left and (2) "an eagerness to learn." As Ryane admits to initially being intimidated—like many students—of dancing in public, but through her love of artistic expression and perseverance, she now views dance as a way to "communicate with others."

To witness nihan buyo is to be moved by its grace and beauty, to dance nihan buyo is to embody that grace and beauty. You will find more information at www.dancejapan.com about dance lessons and public performances where you can experience the magic of nihan buyo for yourself!

—Reported by Lisa Sirex

Sachiko Ito & Company

Sachiko Ito and Company offer great performances at popular local events such as the annual Cherry Blossom Festival in early spring. In addition, Ms. Ito holds a fall tea ceremony program where guests can learn about various topics relating to Japanese performing arts, interact with guest performers and enjoy dance performances.

405 W. 23rd St., Suite 4G, New York, NY 10011
TEL: 212.247.9245
www.dancejapan.com



1. During dance lessons, students also learn how to properly put on kimonos and yukata by themselves. 2. A form of expression, the fan denotes a variety of objects depending on the dance. 3. You can meet Sachiko Ito and her company at various cultural events around NYC. 4. Sachiko Ito holds a fall tea ceremony to share the beauty of Japanese performing arts.



KEIGO HIGASHINO STILL STANDS ALONE

HARDCOVER TOP 5 IN JAPAN (9/7-13)

Book title	Author	Publisher
1. <i>Nihongo Nouryoku Shiken Jukun Ansis</i>	NA	Bungeisha
2. <i>Dragon Quest 9 Official Guide Book 2</i>	NA	Square-Enix
3. <i>Dragon Quest 9 Official Guide Book 1</i>	NA	Square-Enix
4. <i>Nippon-nen Tattomo & Hanashi</i>	Akiko Saito	East Press
5. <i>Shikoku-darake no Nakae Misahiro</i>	NA	Foxcatcher

PAPERBACK TOP 5 IN JAPAN (9/7-13)

Book title	Author	Publisher
1. <i>Akai Yubi</i>	Keigo Higashino	Kodansha
2. <i>Shikoku no Sengigaku</i>	Shigeaki Toyama	Chikuma Shobo
3. <i>Ukarete Kichou</i>	Yumiko Hiratake	Bungeishunju
4. <i>Haki-to Gengo no Nishiku to Shugoku</i>	Kotaro Isaka	Shodensha
5. <i>G-buys Fuyu Sansou</i>	Iro Inohara	Bungeishunju

THE MONTHLY PICK



WISER-MEN DATTEMO H HANASHI

The author, Hideo Saito, is a successful and characteristic businessman who has been ranked in the top ten of the richest people in Japan for 10 years. As its subtitle implies—How to keep dreaming, How to make the dream come true, How to seize a miracle, and How to be charming, the book introduces his opportunistic business approach. (Rank #4)

THE MONTHLY PICK



AKAI YUBI

Today's most prolific mystery writer in Japan, Keigo Higashino, maintains #1 rank for two consecutive months. A girl's dead body was found in a quiet residential area, and the police started suspecting one family. The story surrounds how each family member deals with the case and gradually reveals lies and an ugly past hidden in the family. (Rank #1)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)



200 SF COSMOS

Osamu is a newly released collection of short stories translated from Japanese. A man receives a photo of his girlfriend every day in the mail—so he can keep track of her body's decomposition. A dazzling thief takes a week to kill his victims. Haunted parks and airplanes held in the sky by the power of belief! These are just a few of the stories by Tezuka, Japan's master of dark fantasy.



CITY OF GLASS BY CASSANDRA CLARE

Cassandra Clare's fast becoming a major contender in the race to create the next fantasy epic. Picked by Stephenie Meyer and with a host of *Twilight* the *Mortal Instruments* should be an instant hit for fans of *Twilight* the *Mortal Instruments*. Set in Brooklyn with demons, vampires, the shadowhunters and their mortal enemies, the *Mortal Instruments* series has a local appeal and a manga edge to it that make it very relevant to the newest generation of fantasy readers.

YOKAI HALLOWEEN FAIR!!

BOOKS Kinokuniya

1073 Ave. of the Americas,
Jst 40th & 41st St Across from Bryant Park
New York, NY 10018
P. 212.689.1786
ny@kinokuniya.com
www.kinokuniya.com



IT IS TIME TO TRAVEL TO BOOKS FROM THE US TO JAPAN, AND TO JAPAN TO BOOKS FROM THE US TO JAPAN.



November 3rd special family event: Karoshihiki readings featuring Yokai co-sponsored with the the Japan Society

THE CITY OF CRAFTSMANSHIP



© Sakai City

Today the city of Sakai thrives as the most populated suburb of Osaka, the nation's second largest city that evolved as a major merchant city since the 14th century. But the city's history is strongly connected to Osaka's merchant culture, and Sakai is known for a very active research community. Among many business merchandises, Sakai people keep their commitment to a few key industries that still remains important and fundamental for Japanese culture and lifestyle. Visiting Sakai is to peek into how they have developed and craftsmanship still lives to this date.

THE BIRTHPLACE OF JAPANESE TEA CEREMONY

It may seem out of place in this historic merchant community, but Sakai is the birthplace of the ceremonial tea master Sen No Rikyu. Born in the early 16th century in a merchant family of Sakai city, and he took over his family's merchant business, but was much more into the tea world, and developed tea drinking occasions into a ceremonial activity. He taught how to enjoy and appreciate *Matcha* (the tea powder) and *chawan* (the tea bowl), and created the idea of *ichigo ichi-e*, one time one meeting, both of which influenced the Japanese sense of beauty and value.

He is the most sacred ceremonial tea legend in Japan, and many people visit the original location of his residence in Sakai. At his birthplace location is an old well, into which he allegedly dropped a coal piece made from a camellia tree to make special clear water for tea. Sakai cherishes his enormous cultural development and his heritage, and created the environment to develop other tea-related industries in Sakai such as income and confectionery. The tea ceremony house *Shizen-in* (Garden Park) showcases Sakai's ceremonial tea scenes, serving a super-quality of tea ceremony to all visitors. Open from 9:30am to 4:00pm, Tuesday through Sunday (open holiday Monday). Admission for tea ceremony range from 10,000 yen to 30,000 yen per person (depending on the hour).

ANCIENT BURIAL MOUNT

The thriving Sakai had already started in ancient time. Back from the 4th century, the country's highest ranked figures were privileged a large mounted cemetery, and Emperor Ninsei, the 16th emperor who reigned the country from 313 to 399, rests in Sakai today. Besides, *Nintoku-ryo* (the *Nintoku Tumulus*), 47 ancient tumulus are scattered around within 2.5 mile radius. Although the shape of the tumulus is very unique and is one of the largest burial grounds in the world following the Egyptian *Pyramids*, the tumulus all look like woody mounds from the ground and serve as park spaces for the locals.

KNIFE TOWN

Japan's quality for cooking knives has been widely recognized beyond culinary professionals these days for sharpness, durability and multi-purpose design. After the western style *matchlock gun* was introduced to Japan by the Portuguese who landed on one of the southern small islands of Japan in the 15th century, the gun manufacturing technique was brought to Sakai, and later was extended to sword making, which took common materials and methods. During the Japanese samurai sword culture, the *Osakagawa Shogunate* branded Sakai's highly skilled knives as the nation's best, and the *blacksmith* techniques from Sakai still exist and their craftsmanship is becoming more and more recognized worldwide.



©Juku City

for superior professional kitchen knives. Sakai's knives were gradually introduced to general cooking enthusiasts, and along with the popularity of Japanese food culture in the world, Sakai's knives became known. Today, some of Sakai's blacksmith houses are open for public viewing, exhibiting the history of the techniques, tools and evolution of the products. Not to mention fabulous first-hand shopping with experts and actual craftsmen, some black-

smith houses take custom-made orders for kitchen knives along Hanko Streetcar that runs through the historic district of Sakai city.

THE HOME OF THE WORLD'S TOP BICYCLE

The gunsmith tradition landed in Sakai was not only applied to knife manufacturing. Bicycles are a Western invention, which has been getting into the spotlight for eco-friendly and energy-efficient urban life, and detailed and precise bicycle parts are also Sakai's local industry. Shimano, the world's top manufacturer of bicycle bikes, wheels and gears, is from this city, and Sakai's Cycle Center exhibits the history of Sakai bicycles in the museum section. They also rent bicycles to visitors for eco-friendly tourism.



©Sakai City

For more information, go to the Center's website at <http://www.hakusan.or.jp/~information/index.html> (Japanese only).

Access to Sakai: There are a few commuter trains that connect Sakai and Osaka within 40 minutes. From Kansai International Airport (KIX), take Nankai Airport Express to Sakai Station (30 minutes). For more information on Sakai City, go to <http://www.sakai.tb.or.jp/english/>.

— Alan Akashi / Public Relations Manager at the New York Office of JATO



Japan National Tourism Organization
New York Office

TEL: 212-751-3640 www.japaninfo.com

**New in town
or visiting NYC
for a few days?**

Take a tour of the city with a local
who speaks your native language.

Made easy to understand for your benefit.

- Breakfast & Wine • Ladies only event
- Japanese cuisine • Restaurant's tour

WWW.CITYFLAME.NET
INFO@CITYFLAME.NET

**ASAHIYA BOOKSTORES
New York Store**
360 Madison Ave.
New York, NY 10017
Tel: 212-883-0011

Thank you for shopping.
Unfortunately, store will be
closing at the end of Oct. 2009.
We apologize for inconvenience.

*Please call for detail

KIE - Japan's No.1 Travel Specialists.

Discount Air Fare

Hotel and Tours

Japan Rail Passes

www.japankoyu.com

KINTETSU INTERNATIONAL Toll Free 1-800-422-3481

International Children's Day Celebration 2009



国際七五三

ISF's annual event, *International Children's Day Celebration (Shichigosan)* will be held in New York on Oct. 24th & 25th, and the Washington, DC area on Oct. 31st & Nov. 1st.

Shichigosan is known the world over as one of the most graceful ceremonies. It celebrates children's good health and happiness at the age 3 and 5 for boys, and 3 and 7 for girls. Everyone is welcome to attend regardless of religion and nationality. Come and experience this Japanese beautiful ceremony.

Registration is required by Oct. 3th
Please register from our website:
<http://www.shichigo.org/>

The International Shrine Foundation
New York Center

200 W. 56th St. 8th Fl.
New York, NY 10019-1554
Tel: +1-212 630-9117 Fax: +1-212-680-7111
Email: NewYork@shichigo.org

Are there any volunteers for this event?
Because we are helping non-profit.
Please feel free to contact us.



Exhibition

Through October 10 **FREE**

From Spiritual Journeys—Photo Exhibition by Yoko Kato Masuura

ACT Gallery, Also Taped

In the exhibition titled "Spiritual Journeys," a prominent Japanese photographer, Yoko Kato Masuura brings works embodying the Japanese aesthetic, spirituality, and Zen-like simplicity. He plays with different printing techniques to complete the images such as pure platinum print and the technique that prints images as kimonos (Japanese paper from Kyoto area). The exhibition is free but reservations are required. Call or email for reservation.

Artist: Yoko Kato Masuura, 1140 E. 11th St.

New York, NY 10024

TEL: 917/791-4248

akagakiyoko@actnyc.com

Through October 16 **FREE**

With The Flow of Time—Photo Exhibition by Masao Katagami

OM Cultural Foundation

Japanese photographers, Masao Katagami took a journey to Gion to find the scenes that are classical, serene, and modernized. The documentary photography in the exhibition shows the imagery of the scenes caught by Katagami's eyes.

Art: Masao Katagami (Art, Spiritual Photo Art)

New York, NY 10012

TEL: 212-465-0444 / omfoundation.org

Through October 10 **FREE**

Antique-Japanese Art Exhibition

Matsuya Japanese Antiques

Traditional Japanese antique and lacquerware store, Matsuya in the East Village, is presenting an antique woodblock print for the botanical encyclopedia from the 18th century. This is a fascinating opportunity to see beautiful original artworks.

by Edo Hangei School Artists: Hachio Sakai (1761-1829), Tadao Sasaki (1796-1852) and Genshi Nakano (1834-1892)

A rare occasion to see these works of art in person!

Artist: Edo Hangei School Artists (1761-1829)

New York, NY 10013

TEL: 212-995-2001 / www.edohangei.com

Through November 24 **FREE**

The Twelfth Annual International Barbed Exhibition at The Horticultural Society of New York

American Society of Botanical Artists

This is the American Society of Botanical Artists' longest running exhibition. Chosen from a field of 355 submissions, the forty-one artworks selected by jurors Francesca Anderson, Carol E. Hurdston, and Jack Roush have been created by artists from the US, Australia, Canada, and the UK. This exhibition has become the premier venue for showcasing what is happening in the field of botanical art. Chrysida IVY's cover artist, Julia Hordley, was selected as one of the artists and will display her watercolors. The opening reception will be held on Sept. 16 from 4pm to 6pm.

Artist: Chrysida IVY, 308 St. 10th St. (Art, Botanical Art)

New York, NY 10013

TEL: 212-257-0911

October 1-November 1 **FREE**

The World of Powder Print: The Exhibition of Akira Takeda

MNO, Inc.

World renowned modern artist, Akira Takeda's works will be exposed to the public in two locations in New York. From Oct. 1 to 25, his works will be hung in the exhibition space of the entrance in Kikkawa's Bookstore. From Oct. 1 to Nov. 1, his works will be exhibited in the Room Collection Room in Sakurazaka New York. The theme of these exhibitions is "The World of Powder Print" and he will bring the paper relief works by using with powdered powder.

Artist:

Art: Akira Takeda (Art, Bookstore)

10013 Avenue of the Americas (New York)

Oct 1-November 1 at Sakurazaka New York

10013 St. Ave., New York

July 101, Inc.

200 Broadway, New York, NY 10013 / TEL: 917-210-0294

October 7-17 **FREE**

The Exhibition of "IMMAGINATION" by GAGAKU

The Hippo Gallery

Japanese olive artist, GAGAKU will exhibit his olive-plate relief and paper-works on "Gagaku," Japanese classical music, which has been traditionally played at the Imperial Court ceremony. She wishes to transcend the delicacy and depth of traditional Japanese culture through her works presented in numerous forms and materials such as Japanese hand-made paper, silk, and olive.

Artist: GAGAKU, 100 St. Ave. 4th Ave.

New York, NY 10013

TEL: 212-465-2225 / www.hippogallery.org

October 9-January 17

Senzoku Master of Japanese Textile Design

Japan Society

Living National Treasure

Senzoku Kinsaku

(1919-1984) used traditional techniques to create incredible works of art that range from screens and kimonos to book covers and magazine designs. The combination of Senzoku's

originality and mastery with the natural beauty of his materials—cotton, silk, hemp, and other fibers decorated with the brilliant yet subtle hues of natural dyes—will make this show an unmissable visual feast.

Artist: Senzoku Kinsaku (Art, Textile Design)

New York, NY 10017

TEL: 212-713-1234 / www.japansociety.org

October 15-31 **FREE**

Photography—Collaboration of Photography and Texts

Paul K. Zhang

Photography is a unique art form that blends black & white



photography and tanks. Tanks, one of the traditional Japanese armor styles, has specific rhythms, and Los Angeles-based artist Ran I. Zheng visualized the rhythms in his photo images. The traveling exhibition will arrive to the Corcoran Gallery in New York in October.

Corcoran Gallery

306-329 W. 28th St., Suite 211 (bet. 10th & 11th Ave.)

New York, NY 10001

www.usdagallery.com

October 15-November 15 **FREE**

IKANO The Exhibition of Shigeo Uchiyama

Isopoda Gallery

Isopoda Gallery presents the selected exhibition of Shigeo Uchiyama, the master designer who designed PSkin, a multi-purpose gallery/tea room adjacent with the gallery. The exhibition highlights his artworks focusing on IKANO ("Doc" in Japanese)—inspired by Japanese traditional beauty deeply rooted in our daily life, where people can IKANO as tools, objects, clothes, and many other forms, he created a modern artwork design represented in an ultimately minimal space. IKANO: Design, combining, and interlocking. Uchiyama explores the beauty of innovation with functionality. The reception will be held on Oct. 15th from 6pm to 8pm.

Opening: 5:30 P.M. 28th St. (bet. 10th & 11th Ave.)

New York, NY 10001

Tel: 312 747-0777 / www.isopodagallery.com

October 25-January 10

Art of the Samurai: Japanese Arms & Armor 1150-1550

The Metropolitan Museum of Art

In the most comprehensive exhibition dedicated to the art of the samurai, The Metropolitan Museum of Art will present five examples of armor and armor pieces from public as well as private collections in Japan. The majority of the objects on display will date back from the rise of the samurai from the late Heian period through the modern Edo period, ending in 1780, when the samurai culture was abolished. The martial skills and daily life of the samurai, thus governing laws, the designs and the ruling shoguns will also be shown through the presence of painted scrolls and screens depicting battles and samurai sports, castles, and portraits of individual warriors.

The exhibition will conclude with a related exhibition discussing the sword practices in Japan of a collection of arms and armor from the Metropolitan Museum's permanent collection.

Opening: 7:00 P.M. 2nd Ave., New York, NY 10003

www.metmuseum.org

October 22 – 30 **FREE**

Chopsticks: NY Cover Artist Contest 2009—An Exhibition of the Final Contestants

NY Cover Gallery

Chopsticks NY will present a group exhibition showcasing artworks by the five finalists of the Chopsticks NY Cover Artist Contest. Sing-Ping Chou, Will Vetter, Mikiko Kanno, Ross Katsura, and Hayaozumi Man will exhibit their original art works in various formats. The opening reception will be held on October 22nd from 5pm to 7:30pm.

Opening: 5:30 P.M. 3rd Ave. (bet. 2nd & 3rd St.)

New York, NY 10003

Tel: 212-388-5197 / www.nycover.com

October 29-31 **FREE**

Sageitsu New York Branch Flowers Thru Autumn Through My Eyes?

The Nagoya Gallery

Sageitsu New York Branch will hold 2009 Sakura Flower show titled "Autumn Through My Eyes." Under the supervision of their mentors (head of Sageitsu school), Akane Ishigahara, about 30 members of the branch will exhibit each flower arrangement keeping with the theme "my own autumn" in mind.

Opening: 10 P.M. 5th St. (bet. 4th & 28th Ave.)

New York, NY 10019

Tel: 212-589-8222 / www.sageitschool.org

Performance

September 27

Live Recital of Blue Owl Cocooned Lounge

Yukiko Matsuo

New York-based Japanese jazz vocalist, Yukiko Matsuo, will bring her second album with Caliban Inkles (Yukiko) Four Four (Junko) and Willard Byron (Junko). She will sing her original songs from her newly released CD as well as standard jazz numbers and tunes from Brazilian sounds. The show starts at 8pm. Her CD is available on cdbaby.com/cdbaby/yukiko.

Opening: 8:00 P.M. 2nd Ave. (bet. 2nd & 3rd St.)

New York, NY 10003

www.nycover.com/nycover

September 27 **FREE**

AKIRA U.S. Debut Concert

AKIRA is a very unique, theater-based, all-female music group created by famed singer/producer Yasushi Akimoto in 2005. AKIRA consists of 16 female members ranging from ages 14 to 25 (as of Sep. 2009). The group is divided into four groups—A, B, C, and D—and follows the concept of "Idols you can meet everyday" the group practices performs almost every day at their own exclusive AKIRA Theater in Akiba, Tokyo. Their stage presence is eye candy to the fans due to their multiple costume changes throughout the show. The event is free (\$R+), and a reservation is required through www.nagayukiakira.com/eng/484848. Concert starts at 5pm.

Location: Wiltern Hall New York City, Grand Central

121 St. 10th St., (bet. 2nd & 3rd Ave.)

New York, NY 10002

www.nagayukiakira.com/eng/484848

October 6 & November 19

Kiko Yano LIVE in NYC 2009

Kiko Yano will come back to her's club with her Japan tour 2009 members: Hito Ito (Hito) and Chika Fukui (Junko). The live will have only one set on Oct. 6. On November 19, she will appear in La Poisson Rouge for the first time. She will be accompanied by Marc Ribot (Junko), who joined her latest album "Akira" and was a member of her Japan tour 2005. For purchasing tickets, go to the website of each venue. Her album "Akira" is available on www.dikigyo.com or www.akira.com.

Location:

Oct 6-17: Javi Club (102 10th Ave. St., New York)

www.javiclub.com

Nov 19-19: La Poisson Rouge (550 Hudson St., New York)

www.lapoisson.com

Ticket online: 800-85-8005

info.us.dikigyo.com

www.nycover.com/nycover

Lecture/Forum/ Film/Festival

September 27

Screening "Mitsukoshi" at NY Film Festival
The Film Society of Lincoln Center
The vision of shipboard world may not be Potemkin redux,

but its postmodern page-and-splinky hard-core narrative-stretching it's not so far away. "Kamikaze" (rebooted as *The Crab Canning Ship*) is based on a 1909 muckracking pulpster by name typed letter writer, Takiji Kobayashi, but its most direct source is the recent manga (graphic novel) version published and the comic "Kamikaze" that gave the first a second life among Japanese youth. First the film-makers and sometimes actors who call himself Saka his "Kamikaze" is not simply caricature (or kinked), but purposefully anachronistic and powerfully absurd—a work of protest and, thanks to one exceedingly funny musical number, an entertaining celebration of proletarian internationalism.

Director: Mikiho Kudo **Director of Cinema Center**
NY Cinemas Center Plaza, New York, NY 10022
TEL: 212-675-3400 / www.kinokuni.com

October 15

Exposition Yuzen Dyeing

NYC JAPANESE SOCIETY USA

Yuzen dyeing is one of the most picturesque dyeing techniques, handed down for generations. Its intricate and elegant dyeing is often seen in kimono and also. **NYC JAPANESE SOCIETY USA** provides an opportunity to experience one type of Yuzen dyeing technique: "Suna-yuzen." With the supervision of Ishi Muraki, president of KYODO, the problem of Kyoto-style dyed fabrics, participants can make an original yuzen dyed lunchbox mat. The two sessions are offered from 10am-1pm and 2pm-5pm. To apply, send your name, phone number and preferred session email to: info@nycjss.org, and don't forget to note that you are a ChappskitsNY member. The session will be conducted in Japanese with an English translator. \$10 is required for material fee.

Director: NY JAPANESE SOCIETY **Box 2007** (Oct. 2006 & 2007-2011)
New York, NY 10028
TEL: 212-697-6480
www.nycjss.org / info@nycjss.org

October 21 (Fri)

Japanese Restaurant Franchise Seminar

Sanku Japan

Sanku Japan, one of the largest and most successful Japanese Quick Service operators is now offering franchise opportunities to qualified candidates. A special free franchise seminar will be held on Oct. 21 for candidates in the New York Market at the Brooklyn Bridge. Reservation is required.

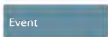
Director: Sanku Japan **Box 2007**, New York, NY 10028
TEL: 1-800-648-3838
www.franchising@sankujapan.com

October 22

Sword and Serenity – Edo-Style Tea Ceremony and Kenjutsu Demonstration
Japan Society

The idea of "sami" and "sami" (the tea and the sword is accord) are central to samurai culture. This program will bring together one of the highest masters of samurai culture through a demonstration and discussion of the tea ceremony and the swordsmanship. It will feature a tea ceremony by Koton Sogetsu, 13th Grand Master of Teisho School of Tea and kenjutsu demonstration by Itoyasu Shiroki, US head of Shinkage-ryu Kenjutsu – The US Marochi-ryu. Moderated by H. Paul Volke, Historian of the Japanese Tea Ceremony and Samurai Culture.

Location: 222 E. 4th St. (at E. 3rd Ave.) **New York, NY 10003**
TEL: 212-713-1234 / www.japansociety.org



September 25-27

The New York Anime Festival

Fixed Exhibitions

The New York Anime Festival is an annual anime convention held at the Jacob K. Javits Center in Midtown Manhattan.

Event Feature

September 21-24

Events with Harumi Kurihara Celebrating the Release of Her Cookbook Everyday Harumi

Often described as the "Japanese Martha Stewart," Harumi Kurihara is adored by every Japanese woman in the lifestyle books. Her chic, simple and natural approach to everyday life attracts worldwide fans. The Japanese domestic daytime TV personality and cookbook author is making a rare visit to the U.S. in September for the release of her new cookbook *Everyday Harumi*, published by Crown/Crown Books USA. She will appear at several events in the following locations:



ten. It features exclusive and extensive anime screenings, guests from America and Japan, manga, cosplay, video games, live-action Japanese cinema, fashion, food, and the cultural treasures that give birth to Japanese pop culture. This year, they will welcome Haruki Yuki, co-creator of GUNDAM series, as a guest of honor. The event is sponsored by Band Exhibitions, the world's largest event organizers, which produce The New York Comic Con, BookEx America, The London Book Fair, etc.

Location: The Jacob K. Javits Center

Box 2007 (at 10th Ave.) **New York, NY 10001**

www.nycomicconfestival.com

September 26

"Saké: The Pursuit of Integrity" – Japanese Food

and Restaurant Show

NY Museum of Art

NY Museum of Art will hold this annual food & restaurant event for retailers, restaurateurs and foodservice professionals. This year, they are focusing on Japanese specialty cuisines such as ramen, sushi and sashimi and holding seminars and kitchen demonstrations, where approximately 30 food vendors and 30 sake vendors will participate. Three kitchen demonstrations & lectures will take place: (1) The artistry of ramen noodles and soups demonstrated by Sun Noodle Company, (2) New menu "The discovery of vintage Japanese Hara Hara" demonstrated by executive chef Toshiaki Ono of Maizumi with Japanese Culinary Authority

to conduct book signing, autographing, and discussion. All events except the one at Japan Society are free.

Monday, September 25: 4pm-7pm

West End Bookstore

Autographing

300 Avenue of the Americas, New York, NY 10008

TEL: 212-647-5200

Tuesday, September 26: 6pm-8pm

The Green Shop

Book Signing

Book Signing

407 E. 12th St., New York, NY 10003

TEL: 212-750-6679 (x404)

Wednesday, September 27: 12pm-2:30pm

Midtown Bookstore

Book Signing

245 East 42nd St., New York, NY 10017

Thursday, September 28: 4:30pm-6:30pm

Japan Society

Book Signing (Exclusive) with Harumi Kurihara, Book Author

Box 2007, 222 E. 4th St., New York, NY 10003

TEL: 212-713-1234

Tickets are purchased online at www.japansociety.org

or call the Japan Society Box Office at 212-713-1234

and Food Journalist Kim is Selig; (3) The story of Ippudo "How to make a restaurant a success" lectured by Shogun Kawanabe, President of Ippudo; NY Mutual suggests some new items as well as the Japanese Culinary Center features a variety of high-end fusion, izumiware, and other kitchen utensils with special prices valid on the date of the show only.

Location: Metropolitan Pavilion
133 W. 46th St. (bet 4th & 5th Ave.), New York, NY 10019
Info: www.jpma.com/ / 212-200-6220-6262

September 27

Panel: Event: Japanese Chort "GeGeGe no Kitarō" New York Anime Festival
First published in 1960, *GeGeGe no Kitarō* series created by celebrated manga artist Shogun Mizuki has run for almost 50 years, first in comic books and later in TV animation as well as movies and video games. A panel event on the ghost capers will take place during the New York Anime Festival. The 30-minute panel discussion will address information regarding yaku (ghost in Japanese), Mizuki's The Fifty-three Stations of Hell Road art series and Shogun Mizuki himself, and is presented by guest speakers, David Matthews and F-Hill. In addition, there will be a 22 minute episode screening of "GeGeGe no Kitarō" season 5 by Tetsu Arimura. The event starts at 1:45pm at Panel room 21A.

Location: Jack Arch Center
433 W. 34th St. (bet 33rd & 35th), New York, NY 10018
www.newyorkanimefestival.com
Info: NYC, Inc. 212-252-4390

October 1

Hirochika Style Okonomiyaki Introducing Event:
Pecan Pie and Jeremy's No. 43
Okonomiyaki is a Japanese savory pancake containing a variety of ingredients, and Hirochika-style okonomiyaki layers butter, cabbage, pork, and fried egg with special okonomiyaki sauce glazed over, and a touch of its large amount of cabbage. On the night of October 1st, Jeremy's No. 43 in the East Village turns into an okonomiyaki house, serving Hirochika-style okonomiyaki for \$3 per plate. They also serve a selection of beers that complement the okonomiyaki. The event starts at 7pm and ends at 11pm. Join us yourself in the atmosphere and taste of Japanese casual comfort food with this rare opportunity.
Location: Jeremy's No. 43
472, 7th St. (bet 3rd & 4th Ave.)
www.jeremysno43.com

October 4

Japanese "Masai" Show featuring Real Mimosa.
Popcorn Communications
Japanese popstar and guest singer at this year's NY Anime Festival, Real is celebrating the release of her new album "Sakura." Come join her next Akiba-style cosplay per-

formance. Cosplayers are welcome and will get a discount on certain merchandise. Space is limited, so be sure to arrive early for a spot.

Location: Domino City Lounge
200-303 E. 34th St. (bet 3rd & 4th Ave.), New York, NY 10017
Info: 212-758-3811 / www.domincitylounge.com
Info: www.mimosa.com



October 24, 25, 31 and November 1
International Children's Day Celebration
The International Shinko Foundation (ISF)

Japanese: Chū-dōmō (hey there!) is known the world over as one of the most beautiful ceremonies for children. It celebrates their good health and happiness from ages 3 to 5 for boys, and 3 to 7 for girls. ISF's annual event will be held in New York on Oct 24th & 25th, and the Washington, DC area on Oct 31st & Nov 1st. Everyone is welcome to attend regardless of religion and nationality. Registration is required through their website by Oct. 5.

Info: <http://www.isf.org/ef>
TEL: 212-448-1117

October 29-November 1
Shimomura Food Fair

Mitsuru Hatakeyama:
The Japanese food place.
Mitsuru, will be having a large-scale Japanese Food Fair, where local specialty food items from different regions in Japan will be presented. It is a rare chance to try an assortment of regional foods and enjoy watching demonstrations by chefs/people. Among the offerings will be shio-koji (seasoning) from Chikuzen in Tokyo, yakuni-yaki (pan-fried sandwich with red bean paste) and rice pilch from Fagerstadt in Kobe, and Yaki Saba (grilled mackerel) from Chikuzen in Hiroshima.



Since product supplies are limited, it is recommended to arrive early as possible. Wine & Spirits Bus #756 is 100, or the Mitsuru Shuttle, which runs from Port Authority every hour on weekdays and every 30 minutes on weekends.

Location: 100 River Rd., Hightstown, NJ 08520
Info: 202-491-6121 / www.winebus.com

November 7

2010 Juske Ultra-Premium Sake & Shochu Portfolio Exhibition

Wine of Japan Import, Inc.
Leading importer and distributor of Japanese sake, wine, spirits and beer. Wine of Japan Import, Inc. will hold its 2010 Juske Ultra-Premium Sake & Shochu Portfolio Exhibition at the New York-Warnock Hotel. This event will feature over 100 brands and present a rare opportunity to meet special buyers. This is a must-see event. For registration, please email reg@wineofjapan.com
Location: 47 W. 44th St. (bet 38 & 42 Ave.)
New York, NY 10018
Info: www.wineofjapan.com/ / 212-493-4337

Happenings

Shape-Up! Longest Campaign—\$5 Discount with Purchase \$50 and Up

Rippola
Online fitting lingerie shop Rippola is introducing a series of shape-up lingerie, which allows very body-minimizing just by wearing them—laser-look Shape-Up Shaper makes a beautiful bust line, Minnie's Ultra-Slimmer shapers and smooths the tummy and waist, and Soft Tan Wine for Camille supports the body comfortably. Celebrating its introduction, they offer a \$5 discount for readers bringing in this article and purchasing \$50 and up in the month of October. The discount cannot be applied to extra items.

Location: 41 Madison Ave. (bet 28th & 29th St.)
New York, NY 10017
Info: 212-697-2222 / www.rippola.com

Great Deal for Sake & Sake/Lovers—After Special \$5

Kobe Sake
12-6AM sushi restaurant on the Upper East Side. Taste

such, it currently offering a special discount menu "The Special 49." For only \$49, you can enjoy an assortment of custom chef's choice of 28 high balls, and two large bottles of beer in one bottle of cold sake, plus take-out Japanese curry for two. The menu he night-side changes every day depending on chef's fresh on the day. The discount campaign lasts until the end of October. They also serve nigiri sushi at half price all year round for those who order over 10 pieces.

Location: 200 E. 42nd St. (at 4th & 2nd Ave.)
New York, NY 10017
TEL: 212-687-1239



EL 212-284-2897

Authentic Japanese Design on New Off for Chopsticks NY Readers

Zenitoko
 Modern Japanese cuisine in Williamsburg, Zenitoko, serves Tokyo-style seasonal small plates, which are perfect for accompanying with Japanese sake. They are holding a campaign offering a 10% discount off the all-casual omakase dinner (¥45,000) exclusively for Chopsticks NY readers. To receive the discount, bring in the ad on page 30 and show it when you make an order.

Location: 17 W. 4th St., Brooklyn, NY 11211
TEL: 718-388-8961

Feng Shui Book Giveaway! -Celebrating The Launch of Feng Shui Store

Feng Shui Kaiten Chuan New York

"How to Use Feng Shui in Your Daily Life—An Illustrated Guide to Tranquility and Good Fortune" is an introductory and practical book about Feng Shui written by Japanese Feng Shui expert, Masahiro Tsukuda. Instead of unfolding the complicated world of Feng Shui, he introduces an easy way of incorporating the Feng Shui concept into your life. Feng Shui Kaiten Chuan New York, recently opened Feng Shui store in New Jersey, selling numerous items and providing a consulting service, presents 2 copies of the book to Chopsticks NY readers. To apply for this giveaway, send your name and contact information by email to longshui@longshui.com.

Location: 205 Ave. M, (at Avenue M & 60th St.)
Myerline, NJ 07022
TEL: 201-947-0825

www.longshui.com/en/longshui@longshui.com



Special Discount on Japanese Specialty Store

Mary New York

Mary New York, located inside Mitsukoshi Manhattan place, is the legend Japanese specialty store in the east coast with over 20,000 items from kimonos, tatami and lacquer dolls, to teapots, lacquerware and Japanese accessories. New arrivals also include Japanese casual furniture made of Japanese hinoki wood (sudenawa). They



are now offering a 10% discount when you mention Chopsticks NY as your purchase. Offer ends on Oct. 31.

Location: 205 Ave. M, Myerline, NJ 07022
TEL: 201-947-1114 / www.hilltopgarden.com

Ask Questions about Kimono and Get It Kyoto-Style Call Phone Shop

Kiyoko

Kiyoko is a Japanese traditional garment that has a lot of story behind it. Kiyoko, carrying specialty items from Kyoto and kimono related items, is currently taking questions about kimono from you. "What do I need for wearing a kimono?" "Where can I find the kimono in my size?" "How much does kimono cost usually?" etc. Any question is acceptable. Just send your question via email to contact@kiyoko.com. 10 lucky entrants will receive a Kyoto-style call phone shop from Kiyoko.

Location: 461 Avenue D (at Avenue D & Avenue B)
New York, NY 10012
TEL: 212-214-7551
www.kiyoko.com/en/contact@kiyoko.com



10% OFF Water Purifier Made In Japan

Jawabon

Drinking clean water is essential to live a healthy life. However, it is not easy to get non-toxic water without the help of a water purifier. Aqua II is a water purifier, which has an innovative, high quality filter with multiple types of carbon, to remove tastes effectively. The purifier, made in Japan, can be easily equipped and there is no need to replace the cartridge for more than 10 years, thanks to its back-wash function. Just from distribution of Aqua II, offers the product for \$490 (reg. \$545) with free domestic delivery for Chopsticks NY readers until the end of October. To receive this offer, be sure to write code "CS-AQUAII" when you place an order. Enjoy safe, healthy and tasty water every day.

Info: 800-389-1360
www.jawabon.com

A New Way to Fight Blemishes

Dr. Ci Liao

Starting Oct. 2, Dr. Ci Liao would like to help keep your skin clean and beautiful with their second special fall gift, the Black Black Blemish Control series. Consider to essential, blemishes associated with adult hormone surges display signs as dryness, less new chemical ingredients remove oil and exfoliates from the skin, and also play the leading role of the Black Black Blemish Control series, which includes Blemish Control Gel (2 Oz for \$36) and Blemish Control Soap (3.5 Oz for \$10). A free gift is available with a purchase of \$18 or more from Black Black Blemish Control series while supplies last.

Location: 367 Madison Ave New York
10017 New York, NY 10017
Info: info@drcliao.com / www.drcliao.com



10% OFF Customs and City Size

City Flare

Multi-language please your service. City Flare, offers a 10% discount for Chopsticks NY readers. This specialty is a jewelry customized store for those who'd like to know more about the city or experience local gems that are not included in guidebooks. Jazz bar hopping, downtown jazz museum or gallery opening visits, or local food exploration are a few examples. They can create an original outing according to your interests and schedule. It is simply accompany you to a dinner or any event that you plan on going to. The discount campaign continues until the end of October.

www.cityflare.com
info@cityflare.net

Incident Tribute for Kenzo Flares

Absolute Flare

Renowned Japanese punk artist, Kenzo skillfully blends the concepts of traditional piano craftsmanship with the latest technologies and materials. Officially, Kenzo punk dealer Absolute Flare is offering a special reward program for the fall with a \$100 + \$1000 bonus reward on new Kenzo Flares. Check their website for details. Offer ends October 31. They can also replace Kenzo's award winning 6-3 uprights and newly designed RR link at the Absolute Piano Showroom.

Location: 2444 Park Ave. (at 146th St.) New York, NY 10025

TEL 332-967-6172
www.shopcityhoney.com

Free Keychain with Hello Kitty Wine

Excite
Yes, Hello Kitty is now a post-queerwave "made-in-Italy" by Italianist Casaleggio of Lombardy. The sparkling wines, which are made from Pinot Noir, include a fruit Roast and a drier one dubbed Sweet Pink. The BEST 28 customers that is up in Chagabits NY to the store listed below and purchase a bottle will receive a Hello Kitty keychain.



Excite
After Wine & Spirits
JFF Delicate & / www.interventions.com
Brewery & Wine & Spirits
JFF Brewery / www.breweryandwine.com
Columbus Avenue Wine & Spirits
JFF Columbus Ave. / www.interventions.com
See Grape Wine Shop
JFF Bklyn & / www.breweryandwine.com
Vintage Grape Wine & Spirits
JFF 3rd Ave. / www.breweryandwine.com

Karakuma Event: Highlights in October

In October there will be a special print display by artist, Akira Tazaki with a special reception event on the 3rd from the 7th through 20th. Karakuma will once again host the Young Artist's Book Fair in their second floor gallery and event space. On the 12th meet Haru Sato and Kiko Tsukuma as they talk about cooking Japanese Koto Pot dishes for the upcoming cold weather. Also will also sign copies of his book. In anticipation of the assured film release of "Aoba Boy", the 18th will be the Tazaki

Drama/Memoir Boy/Gay in honor. Osamu Tazaki as in 80th anniversary of creating and developing the genre of comics we now enjoy in manga. On the 24th, there will be a special Akiba demonstration with Akiba sauce and sushi, (Saw Nomen). Bring basic clothing if you would like to participate. And finally, on the 26th, a special living workshop will be held with crafts master and teacher, Carol Cypher. There is a fee to attend this workshop.
Location: 802 Ave of the Americas (bet 60th & 61st St)
New York, NY 10018
RS: 703-881-5700
www.karakuma.com / www.somogay.com

An Eastern Medicine Check-Up For Your Body

Her Holistic Center
Her Holistic Center provides a check up and consultation service from the Eastern herbal medicine viewpoint. Also called "sungen", Eastern herbal medicine is effective for physical and mental problems unique to females such

as PMS, menopause, blood, slendery and is helpful for migraines, allergy and constipation as well. Until the end of September, they are offering a 30 minute check up and consultation session for \$25 (reg. \$50). Along with the check up, they will advise you on your diet plan and make suggestions for lifestyle improvement. You may purchase the herbal medicine they suggest on site.
PL 456-3, 8th Fl. bet 28 & Madison Ave
New York, NY 10017
DL: 212-279-4380 / www.hercenter.com



The Oldest-Family Operated Sake Company Celebrates Milestone in the U.S.

—Gekkeikan Sake (U.S.A.) Inc.

Gekkeikan Sake (U.S.A.) Inc. celebrates its 30th anniversary this year. Originally founded in 1927, parent company Gekkeikan Sake Company Ltd., based in Kyoto, Japan, is one of the world's most popular brands.

After its establishment in 1988 in the U.S.A., Gekkeikan Sake (U.S.A.) Inc. built a brewery equipped with an all-season brewing system using the latest technology. This brewery started brewing in October 1996 and shipped its first sale in May 1997. Since then, demand for sake has grown steadily, doing production up to double by 1999 and five times by 2005. Gekkeikan Sake (U.S.A.)

Inc. has consistently met the increasing demand in the United States, and has supplied sake to Canada, Brazil, Europe and other markets throughout the world.

With the installation of additional brewing equipment, it is planning to be able to increase supply by 25% in 2011 and is also planning to carry out further expansion as demand continues to rise.

Gekkeikan Sake Company, Inc.
1326 Midway St., Suite 212, Elgin, IL 60120
www.gekkeikanusa.com

BOOKS • CDs • DVDs • MANGA • VIDEOGAMES

BOOK-OFF



Sell Us Your Books!! Anytime & Anyday!

11-E 4th St bet Madison & 9th
TEL: 212-585-4419 Mon-Sun 10AM-8PM

entertainment • film

A NEW BEGINNING, REVISITED

By Nobu Nakano

When the groundbreaking NEON GENESIS EVANGELION anime debuted in 1995, I was in college and was going through a lull in my anime interest — this is my feeble excuse for not having any in-depth knowledge of the series until now. Revisiting the chance to review the re-release of EVANGELION as a feature film seemed like the perfect opportunity to experience the series for the first time. Not quite a remake or a reboot (as Hollywood calls it these days) this first film out of four — **EVANGELION I & YOU ARE (NOT) ALONE** — attempts to begin the definitive version of the legend.

Set in the future, in a post-apocalyptic Japan, EVANGELION is about a young boy named Shinji who is recruited by his scientist father to pilot a robot to

save the world. This is pretty standard fare in Japanese anime from Gundam to Macross (my own childhood staples), and films like The Matrix, so despite some plot holes stemming from the confusion, the conflict of the story is clear. The animation is well drawn and immersive — the background art direction is particularly beautiful. The action sequences are exciting but certainly borders on the violent — parents should note that this isn't for young ones, as there is even some animated nudity in the mix.

If you have an interest in Japanese anime, EVANGELION I & YOU ARE (NOT) ALONE should most certainly be on your list of films to watch. It is not hard to see why this was one of the most popular series ever created, and a timeless theatrical release is a

great opportunity to see it on the big screen. Running at 90 minutes, the film may shed some plot details and backstory, but remains a good introduction — you will certainly be inspired to access the existing TV series and manga to further explore the mythology.

Nobu Nakano is a film critic, screenwriter and director of the 2009 French-based animated sci-fi web series *The Last Days Of Hiroshi*.



EVANGELION I: YOU ARE (NOT) ALONE
is currently screened at Midway Point Cinema (www.midwaypointcinema.com).

COSPLAY SINGER POP IDOL

RENI LET'S WARP TOGETHER TO THE NEXT STAGE!

COSPLAYERS WELCOME!

The guest performer of NY Anime Festival (March 2011), Reni Mimura, is releasing her new CD, "Sakura".

Monthly Event **Japanese "Maid" Show**
Anime & J-Pop Songs **\$5 + One Drink Minimum**

Oct. 4th 6pm-8pm @ Karaoke Top Tunes
303 E. 53rd St. (at 2nd Ave.) New York, NY 10022 Tel: 212-754-3414

www.ReniReni.com

face on the banknote ~ 10,000 yen ~

YUKICHI FUKUZAWA (1835-1901)

As the first person to introduce modern European culture and society to Japan, Yukichi Fukuzawa is one of the most important and influential figures in establishing modern Japanese society after the Meiji Restoration (1868). Born into a lower-class samurai family in Miekuze, Ota, he started studying Dutch when he was 14 but the cultural climate of the period prompted him to study English.



Fukuzawa volunteered his services when the Tokugawa Shogunate government sent envoys to San Francisco and learned English very quickly. Afterwards, he visited Europe as a government translator. Based on his full experience of life outside Japan, he wrote *Shinzei Jijo* ("Condition in the West") and introduced new ideas to people who were feeling uncertain after the philosophical change of the Meiji Restoration. Fukuzawa also extended his education and wrote *Kakumei no Soshun* ("An Encouragement of Learning") and founded Keio Gakuin, now known as Keio University. His portrait has been on the 10,000-yen banknote since 1984.

BUSINESS INTERVIEW

SLURPING CULTURE FROM JAPAN!

Hakata IPPUDO is challenging the world with its Japanese ramen. On September 20, founder Shigemi Kawanishi will give a talk about the secret to the restaurant's sky-rocking growth and the IPPUDO spirit. Here, he previews his talk to *Chopsticks NY*.

Despite the recession, every day there are lines forming outside IPPUDO NY. What is your secret for capturing customers' hearts?

We try to create the atmosphere of authentic Japan and let our customers experience "real Japan" as soon as they enter our restaurant. Also, we keep our motto, "a smile and a thank you are universal," and operate in each country based on its respective standards. In America it's American style, in Singapore, Singaporean style, in Japan, Japanese style. We think of various ways to incorporate their standards. For example, we develop items frequently and introduce them to the market in a short cycle. In the case of New York, if you don't provide solid information actively, your customers will become bored. So far New Yorkers who always like new things we present ideas and say, "Here's something new!"

Does your ramen have the same taste as in Japan?

We do change the ramen. Although we do make the signature ramen "Tonkotsu" and "Shoyu" here in New York as well, we factor in whether it will be too salty or going for Americans and adjust accordingly. If the noodles are too long we make them a little shorter. As for whether the same ramen can be made here, it can't. We make the soup base from scratch, but the water here is different from that in Japan. All of the soy sauce is sent from Japan, but due to the Food Control Law there are some products we cannot use. We also make the noodles ourselves, but the type of flour is totally different from Japan and so is the taste. However, all throughout we have been doing business with the name IPPUDO, and with this standard we guarantee delicious ramen wherever we are. I think that no matter what country you go to, there is value in "the ramen made by IPPUDO."

Your business philosophy is "in order not to change, we keep changing," but would you

mind explaining this in a bit more detail?

There is a Buddhist term, "ever changing," which means that there is nothing that is not transient. That is to say there is nothing that exists that doesn't change. The extreme opposite of this is the concept of "permanence," meaning "just continuing to be there" or "non-changing." Here there is a contradiction with the concept of ever-changing. I have been thinking about this for the last 17 years, and one time I realized that "in order to just continue to be there, you have to change." Your external environment changes, so you won't be able to continue to survive if you don't change. Currently I take the meaning of permanence as "in order to not change, you have to change."

Can you provide an example in relation to taste at your new menu?

The thing that doesn't change is IPPUDO. We are always giving customers new and delicious foods as well as pleasant service and a refined environment. What does change are the products we provide. So it is ok for the ramen that we are making to change as a product. The same can be said for people themselves. We are changing to always reinvent ourselves or to create a new value, and this image is "in order not to change, we keep changing."

There are some ways that non-Japanese eat ramen that is different from Japanese...

Yes, there are. I really think that you should be free to eat ramen as you like. For example, Italians may not slurp ramen to enjoy it while it's hot, and Americans are the same. But, from the point of view of us who run the ramen restaurant, it's all about slurping the noodles while they are hot. At the IPPUDO NY, we place a small piece of paper which says "tsuntsu" (slurping sound), and we want to share this slurping culture from Japan. Europeans and Americans don't slurp. Slurping is first the feeling on your lips, then down your throat, and this



SHIGEMI KAWANISHI Born in Fukuoka in 1958. After establishing his career in the food & restaurant business, he opened his first restaurant & bar in 1979. In 1985, he opened Hakata IPPUDO, one of the most popular ramen restaurants in Japan, and he subsequently founded Chikara Holdings company to run his businesses. Currently, he runs numerous restaurants worldwide.

is a new sensation for them. I think that slurping with your mouth is part of the enjoyment of eating. So I think it would be great if in the next 10, 20 or 30 years we could become a society that enjoys the sensation of slurping noodles. And with this, I would be happy if *dishu* (noodle) culture could spread throughout the world. I like ramen, but I also like the soup itself. So I would love for there to be more of a soup culture in the world.

What is your group's vision going forward?

With noodles and flour as our focus, we would like to work on the possibility of "koushoku" (power-dense food) catering this out. For example, there are Chinese noodles, ramen, Japanese udon and soba, as well as bread, pasta and everything else that is made from flour, to take what new exists and while continuing it, trying to offer something new. We want to be a group that is thinking about things like this on a regular basis.

What on Earth?

日本酒の日

NIHONSHU NO HI



Although there are a couple of highlighted seasons for specific types of sake, the Japanese basically enjoy drinking this alcohol all year round. However, the process of brewing sake is seasonal, mainly because brewing starts right after the rice harvest and other arduous steps follow. Traditionally, the time for sake producers to start brewing is October.

In 1978, the Japan Sake Brewers Association established October 1st as Nihonshu no Hi (Sake Day) in order to encourage consumers to drink more sake and promote the sake industry. There are three stories as to why they chose October 1st as the day to celebrate sake, and obviously the fact mentioned above is one of them.

The second reason relates to the brewing season, but it is more directly connected to taxation rules. For about 60 years between 1896 and 1964, the Japanese brewery year started October 1st and ended September 30th. This brewery year was established by the National Tax Agency in order to understand the amount of sake produced so they could estimate taxable income. Neither calendar year nor the fiscal year were convenient for the agency because the brewing time overlapped two calendar years. In 1965, they modified the brewery year period for the convenience of allocating the amount of rice for sake brewing. The current brewery year starts on July 1st and ends June 30th, and this rule was applied not only to sake producers but also those of shochu, nimon and fruit liquor.

The third reason comes from the *kanji* (Chinese character) for sake. It consists of two parts, the left is "suisui" representing water and the right is "torii" meaning liquor pot. The torii charac-

ter also symbolizes rooster, which is 10th out of the twelve Japanese zodiac signs and thought to represent October.

On Nihonshu no Hi, many sake related events are held nationwide such as tastings, sales promotion, releasing new flavors and sake festivals. From consumers' point of view, October 1st is a day when they can access many varieties of sake more easily and at a less expensive price.





JAPAN 2010. FOLLOW YOUR IMAGINATION.

There are millions of reasons to visit Japan in 2010. Tell us where your dreams take you and you could win a free trip to Japan.



WIN A FREE TRIP TO JAPAN

Visit japantravelinfo.com/2010 for details.



FROM ONLY

\$899

+ tax (\$79)

TOKYO SPECIAL OFFER

6 days / 4 nights
Including Airfare, Hotels,
and 1/2 day Sightseeing Tour

Continental
Airlines



JTB
Your Global Lifestyle Partner

Visit www.jtbusa.com/en/tour/cotokyo for more details.

* Price is per person (double occupancy) Continental, NJ. Departure from October 1st, 2009 to March 31st, 2010 (Saturdays & Sundays). Subject to availability. Seats and rates may vary. Available from April 1st, and September 1st to October 31st. \$100 apply. Package includes: Roundtrip economy class airfare from Newark, NJ to Tokyo on Continental Airlines. Japan airfare, 4 nights in double occupancy hotel, 1/2 day sightseeing tour, and airport charges and in-flight meals. Excludes: Visa, 1000 yen JTB Tourist ID, Japanese Rail Pass, 10% service fee. For more details, please visit www.jtbusa.com/en/tour/cotokyo for more details.

WINE OF JAPAN IMPORT, INC.
proudly presents

地酒 2010 JIZAKE

ULTRA-PREMIUM SAKE & SHOCHU
Portfolio Exhibition

Date: November 7th, 2009 *Time:* 1pm-5pm

Location: New York Warwick Hotel 54th St. & 6th Ave.

LICENSEES ONLY

RSVP today: rsvp@wineofjapan.com

**OVER 100 BRANDS AND NEW ITEMS
OPPORTUNITY TO MEET THE BREWERS**



Wine of Japan Import, Inc.

235 West Parkway Pompton Plains, NJ 07444 / www.wineofjapan.com

Tel: 973-835-8585 / Fax: 973-835-9097